

# SOUTHERN AUTOMOTIVE JOURNAL

SERVING THE 19 SOUTHERN AND SOUTHWESTERN STATES

MARCH, 1955

Survey: Brakes Lead in Profit  
page 40

Monkey's on Service's Back  
page 50

Chrysler's Handles and Locks  
page 64

Contents, page 3



## Install the leader\*... Perfect Circle 2-in-1 chrome piston rings!

Survey after survey proves Perfect Circles are preferred by more people than any other ring!

To the Doctor of Motors this means:

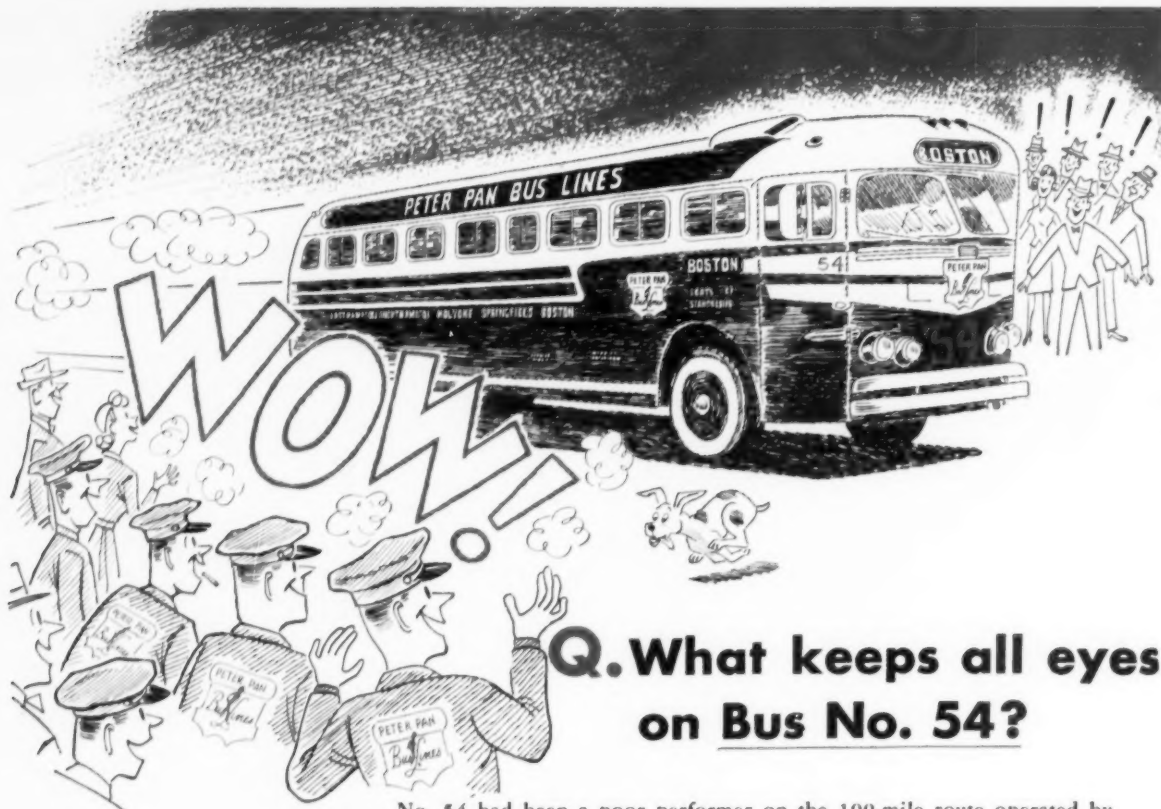
1. LESS SALES RESISTANCE
2. MORE RING INSTALLATIONS
3. MORE PROFIT

\*because . . . Perfect Circle's 2-in-1 Chrome piston ring set has *both* the top ring and the oil ring plated with thick, solid chrome. Entire area of ring travel gets *complete* wear protection more than doubling engine life. Customers are assured thousands of *extra* satisfying, economical miles of sustained power and positive oil control. No tedious break-in as rings are lapped-in at factory. Perfect Circle Corporation, Hagerstown, Indiana; The Perfect Circle Co., Ltd., Toronto, Ont.

## Perfect Circle

**2 in 1 chrome piston rings**

*The Standard of Comparison*



## Q. What keeps all eyes on Bus No. 54?

No. 54 had been a poor performer on the 100-mile route operated by Peter Pan Bus Lines between Boston and Springfield, Mass. So when it went in for overhaul at 500,000 miles, the maintenance superintendent decided to have the camshaft reground on a Van Norman No. 253. Watching the operation, he could hardly believe that the shaft was out as much as it showed.

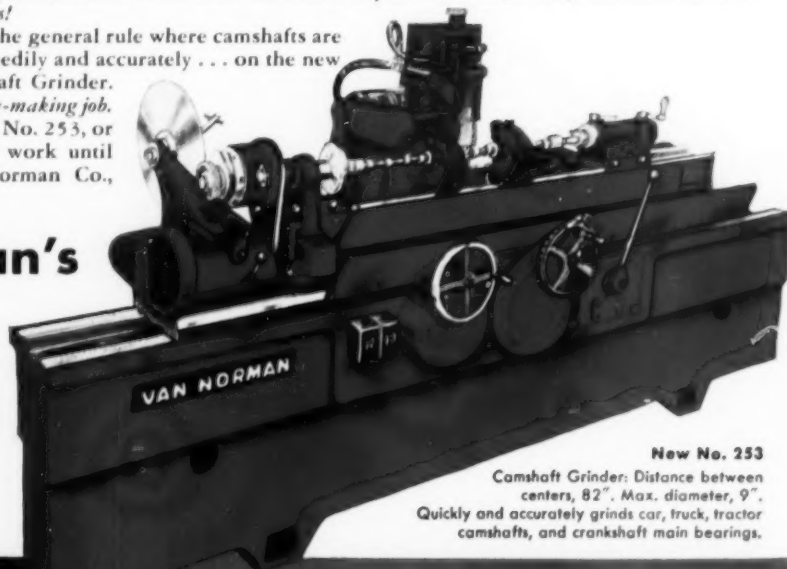
Then the reground shaft was re-installed...and ever since old No. 54 has been the king of the highway, the hottest bus on the route...the center of interest and envy of every driver on the line. And it's the special pride of Peter Pan's maintenance superintendent...for since the camshaft job was done, *No. 54 has added another 100,000 smooth, economical miles!*

Success stories like this are the general rule where camshafts are "put back in business"...speedily and accurately...on the new Van Norman No. 253 Camshaft Grinder. *And every camshaft job is a money-making job.* So see your jobber now about a No. 253, or have him do your customers' work until you're ready to buy. Van Norman Co., Springfield 7, Mass.

## A. Van Norman's No. 253 Camshaft Grinder!



**The Best-Equipped Shop  
Gets the Business!**



**New No. 253**

Camshaft Grinder: Distance between centers, 82". Max. diameter, 9". Quickly and accurately grinds car, truck, tractor camshafts, and crankshaft main bearings.

that's why *"It Pays to Van Normanize"*



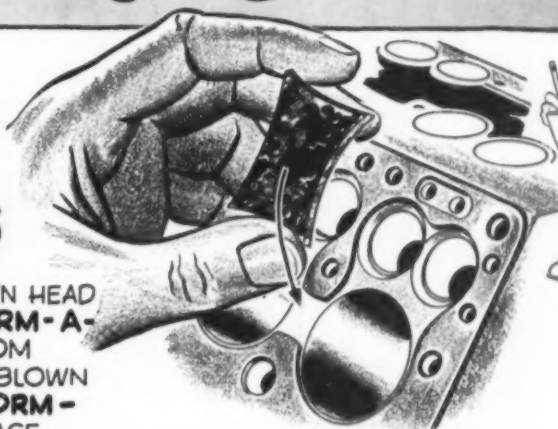
# SERVICE TIPS

FROM  
PERMATEX

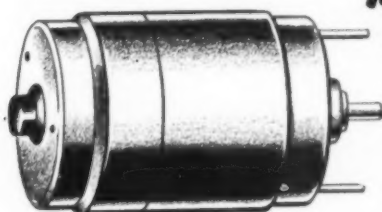


## PATCHING HEAD GASKETS

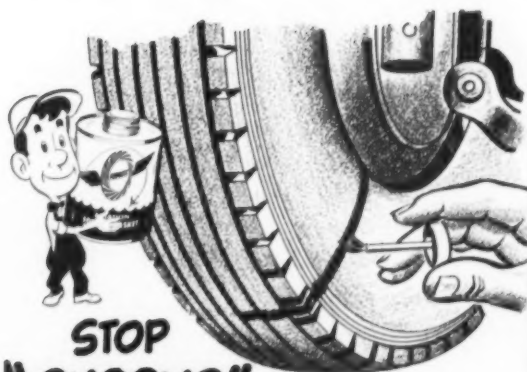
EMERGENCY REPAIRS FOR A BLOWN HEAD GASKET CAN BE MADE WITH **FORM-A-GASKET No. 1**. CUT A PIECE FROM ANOTHER GASKET TO MATCH THE BLOWN SPOT. COAT GENEROUSLY WITH **FORM-A-GASKET No. 1**. FIT INTO PLACE AND REASSEMBLE.



## MOISTURE PROOFING FOR SEALED ELECTRIC MOTORS



ELECTRIC MOTORS OF THE SEALED TYPE CAN BE MADE MOISTURE-PROOF WHEN REASSEMBLED AFTER REPAIR BY COATING MOTOR AND SEALED FLANGES AND GASKETING ASSEMBLY JOINTS WITH **FORM-A-GASKET No. 2**



## STOP "SHOCKS" FROM PLASTIC SEAT COVERS

PAINT A NARROW BAND OF **FORM-A-GASKET No. 3** FROM THE RIM OF ONE WHEEL TO THE CENTER OF THE TIRE TREAD. SPRAY WITH POWDERED GRAPHITE. FORMS A "GROUND" THAT ELIMINATES "SHOCK".

MORE THAN 50 CHEMICAL PRODUCTS  
FOR BETTER AUTOMOTIVE MAINTENANCE

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BRUSH  
INSIDE

Form-A-Gasket withstands the enormous pressures of modern high compression engines. It is unaffected by gasoline, hot or cold oil, grease and water, anti-freeze. Always say PERMATEX Form-A-Gasket when you order sealing compound.

### EVERY SHOP NEEDS ALL THREE TYPES

- No. 1 — Sets quickly. Dries hard.
- No. 2 — Sets slowly. Remains pliable.
- No. 3 — Brushable. Sets to a paste. Remains tacky.

## FORM-A-GASKET®

# Hastings Oil Filter Cartridges keep oil *clean* from filter change to filter change\* when replaced as normally recommended.

## The reason is . . . Densite

\*This fact has been proven by tests  
conducted in accordance with U. S.  
Bureau of Standards procedure.



Densite—an amazing new type of filtering material—is made of millions of selected raw cotton fibres, pressure packed so oil must flow through countless tiny openings, pass many surfaces of fibres. The most microscopic abrasives cling to these fibres—and stay there!

Recommend Hastings Filter Cartridges . . . and add a host of satisfied customers who will have clean oil all the time.

HASTINGS MANUFACTURING CO. • HASTINGS, MICHIGAN  
Oil Filters, Piston Rings, Casite, Spark Plugs

**HASTINGS**  
**OIL FILTER CARTRIDGES**  
**KEEP OIL CLEAN**  
FROM FILTER CHANGE TO FILTER CHANGE  
WHEN REPLACED AS NORMALLY RECOMMENDED

# SOUTHERN AUTOMOTIVE JOURNAL

Covering Automotive Sales and Service

Vol. 35

MARCH, 1955

No. 3

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Member of Audit Bureau of Circulations

Member of National Business Publications, Inc.

ANNUAL SUBSCRIPTION—\$1.00

FOREIGN—\$10.00

Published monthly by

**W. R. C. SMITH PUBLISHING COMPANY**

Atlanta, Ga., and Dalton, Ga.

Editorial and Business Offices

**806 Peachtree Street, N. E., Atlanta 5, Ga.**

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ELECTRICAL SOUTH TEXTILE INDUSTRIES SOUTHERN HARDWARE

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SOUTHERN AUTOMOTIVE JOURNAL for MARCH, 1955

# YAZOO BIG WHEELS HAVE IT!

Easy Handling . . . Greater Safety . . .  
Amazing Performance—

**YAZOO  
MASTER  
MOWER**



ROTARY MODEL AV-20  
2.5 hp 4-cycle; 20" blade

ARE YOU IN A RUT . . . trying to sell power mowers  
that look alike and act alike?

Then—here's the power mower that gives your sales  
a boost in the right direction! Here's the mower that  
outlooks . . . outdemonstrates . . . outperforms any  
other!

It's the WHEELS that do it! BIG BICYCLE-TYPE  
WHEELS glide easier . . . won't bog down in turf! Have  
better weight distribution for greater safety . . . complete  
operator control!

Yes—Yazoo will outsell any mower you've ever sold  
—hands down! SEE YOUR YAZOO JOBBER RIGHT  
AWAY!

**WE HELP YOU SELL** with complete advertising  
and merchandising program:

- 1 Hard-hitting ads in consumer and trade  
magazines!
- 2 Complete advertising "Kit" for you!
- 3 "Sales Shots" bulletin to your salesmen!



**SEND COUPON BELOW FOR  
CATALOG AND COMPLETE  
DETAILS! ...**

**YAZOO MANUFACTURING COMPANY**  
3607 Livingston Road, Dept. SA-3,  
Jackson, Mississippi

Please send me your Catalog and complete  
details on how I can BOOST MY SALES with  
Yazoo Big Wheels!

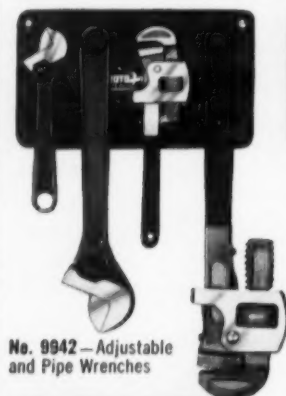
FIRM \_\_\_\_\_  
STREET \_\_\_\_\_  
CITY \_\_\_\_\_ STATE \_\_\_\_\_

# Build a Master Tool Set with Low-Cost **PROTO**

## ADDA-UNIT'S

SCREWDRIVERS • WRENCHES • PLIERS •  
**DESIGNED FOR THE**  
**PROFESSIONAL**  
**TOUCH**  
 PULLERS • SPECIAL TOOLS • PUNCHES

No. 9937  
 Combination Box and  
 Open End Wrenches



No. 9942—Adjustable  
 and Pipe Wrenches

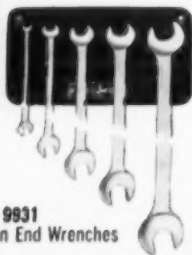


No. 9953—Pliers



No. 9950— $\frac{1}{2}$ "  
 Drive Socket Set

### Other PROTO ADDA-UNIT'S



No. 9931  
 Open End Wrenches

Now, you can buy the PROTO Professional-Quality Tools you always wanted, the economical ADDA-UNIT way—as your budget permits. Each unit is a set of highly useful tools in the handiest tool holder ever designed for a workshop. The holders are made of a bright red plastic and are custom molded to hold each tool snugly. They keep your tools where you want them—when you want them—and they add a sparkle of color that makes any workshop a showplace. Start your master PROTO tool set today by getting one or more ADDA-UNIT'S from your PROTO dealer. Send 10¢ for 68-page catalog of entire line to

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 Los Angeles 54, Calif.

"Give your work  
 the PROfessional  
 TOUCH"



5581



Eastern Factory, Jamestown, N.Y. • Canadian Factory, London, Ont.





## Automotive **SPOTLIGHT**

March, 1955

R. L. Polk's figures on Chevrolet and Ford, accepted as official in the industry, came out on almost the day when GM's President Harlow Curtice drastically revamped his early estimate on probable car sales this year. While Curtice was kicking up his forecast by saying "1955 could be the biggest passenger-car year in the history of the automobile industry, with production exceeding that of 1950," the Polk announcement brought on claims by both Chevrolet and Ford. Said Ford: "Net" sales of Fords in this country in '54 totaled 1,387,344 compared with Chevrolet's 1,362,087. Said Chevrolet, in effect: We're still in first place with 1,417,453 new Chevies sold last year.

GM's president said at Los Angeles March 3: "Provided we continue to enjoy labor peace," the industry "may well produce and the domestic market absorb approximately 7,500,000 passenger cars and trucks in 1955 instead of 6,800,000 units." He predicted GM's car sales would set a new record. The last two months have been the best January and February on record, with the industry turning out 1,335,560 cars and 155,013 trucks and buses. Last year's totals for the same period were 900,790 cars and 183,815 trucks and buses. Last month 676,060 cars rolled off, over 200,000 above February, 1954.

W. A. "Cap" Williamson, former manager of the Texas Automotive Dealers Association for more than a quarter of a century, a long-time Texas senator and well known in the car dealer fraternity, died March 1. He was a native of Virginia.

Legislation pending or passed over the South includes: A new statute in Tennessee which provides, among other things, that manufacturers can not force dealers to buy new vehicles they do not want and bars dealers from forcing customers to accept any accessories they do not choose to buy; a move in Missouri to institute some controls regarding manufacturers similar to this law and the older one in Oklahoma and Louisiana; a bill before a Tennessee legislative committee to create a motor vehicle safety inspection law (with slight hopes of enactment), and a safety inspection bill in North Carolina for which high feelings were held for its enactment. The North Carolina proposal, while modeled after the Pennsylvania and Virginia laws, is more lenient than either of them.

### Mr. Chevrolet of the South:

The man who still has his hands in five big Chevrolet dealerships, Charlie Johnson, moved his original, parent organization, Fort Sumter Chevrolet, into new quarters last month. His operations tallied up \$22,000,000 in sales last year (see page 198). He and Dumas Milner, Jackson, Miss., probably run tops among the GM franchise-holders in the South. The latter has Chevrolet dealerships at Jackson, New Orleans and San Antonio and a Pontiac franchise recently acquired at Tulsa.

This is the theme of the April issue. Special articles will show how there's profit in doing your part for Safety.

## **SAFETY SERVICE FOR SAFER DRIVING**

# Full-Flow Spring



Chrome-faced top compression ring and chrome-faced side rails on the oil ring are features of every Sealed Power KromeX Ring Set. Both are vital to the performance of the set in the high-temperatures and high compressions of modern engines. All KromeX Ring Sets are factory-sealed for fast break-in and immediate oil control.



## *for super-oil-control in* **Sealed Power KromeX** **PISTON RING SETS**

Every Sealed Power KromeX Ring Set includes the famous MD-50 Steel Oil Ring—the only ring with the FULL-FLOW SPRING. This is the spring with twice as many slots, so it can't block any piston oil hole or ring slot. It also has long, uniform curves for uniform positive pressure on both ring and piston—assuring greater bearing area, easier starting, and far, far longer wear. Both steel side rails are chrome-faced, for top-and-bottom protection of the whole ring set. Install KromeX Ring Sets—and know you're using the best of everything.

*28 leading engine builders use SEALED POWER CHROME RINGS!*

## **Sealed Power Piston Rings**

BEST IN NEW CARS!

BEST IN OLD CARS!

SEALED POWER CORPORATION, MUSKEGON, MICHIGAN

RINGS • PISTONS • PINS • SLEEVES • VALVES • WATER PUMPS





## Automotive MARKETS

### Assembly Plants Are Really Rolling!

Don't be surprised when you learn in a few weeks how many cars have rolled off the assembly lines this month.

Manufacturers reached their millionth car of the year in mid-February, about the time an all-time record of production was being chalked up with approximately 175,000 units assembled in one week.

Contributing sharply to the new high production schedules has been GM's stepped-up production. That factory rolled off 351,390 cars and trucks in the United States and Canada during February, as compared with 279,276 during February, 1954. Of these vehicles, 346,633 were passenger cars and 4,757 were trucks. Chevrolet accounted for 308,010 cars, as compared with 227,616 the same month last year. Other divisions and comparative figures were: Pontiac, 97,602 and 63,574; Oldsmobile, 98,673 and 51,928; Buick, 126,544 and 80,885; Cadillac, 27,632 and 13,529.

Chrysler Corp. divisions were working overtime. Ford was also busily engaged. Ford Division reported dealer sales this year broke all records in Ford car history for sales the first two months of any year and also for any January and any February.

Dealers' new-car stocks, meanwhile, had reached nearly 600,000 by March 1. Highest ever held was around 660,000 at the end of last April. That mark is expected to be passed before this month ends.

Retail sales of new cars the first two months of this year approached a million.

How far production and sales may go this year may well depend on the union. The guaranteed annual wage demand is a stumbling block in negotiations expected to begin within a few weeks.

### Sales by Wholesalers Show Sharp Upturn

**I**NCOMPLETE reports from parts and equipment wholesalers over the South at press-time indicated a continued upward trend in sales from the higher plateau enjoyed during January.

A survey (reported on page 152) of 350 jobbers on their January volume brought the brightest replies in months. Seventy-five per cent listed gains over January, 1954, and many of them said the increases were 20% or better. Two and a half per cent reported the same volume for the comparable months, while 22½% said their sales had shelved off. In most instances the declines were only a few points lower.

Heavy snows—uncommon for most Southern areas — slowed down business in some localities, including North Carolina.

The lower price for anti-freeze slapped the sales volume of firms for whom this is a major item.

### Earlier Debuts Expected Of 1956 Model Cars

**T**HE heavy output of '55s and the fact that face-lifting jobs only will be involved on a number of '56 models together help account for plans under way now to bring out the new units earlier this fall.

Lincoln's spanking new models, with a new engine of higher horsepower, may appear as early as September.

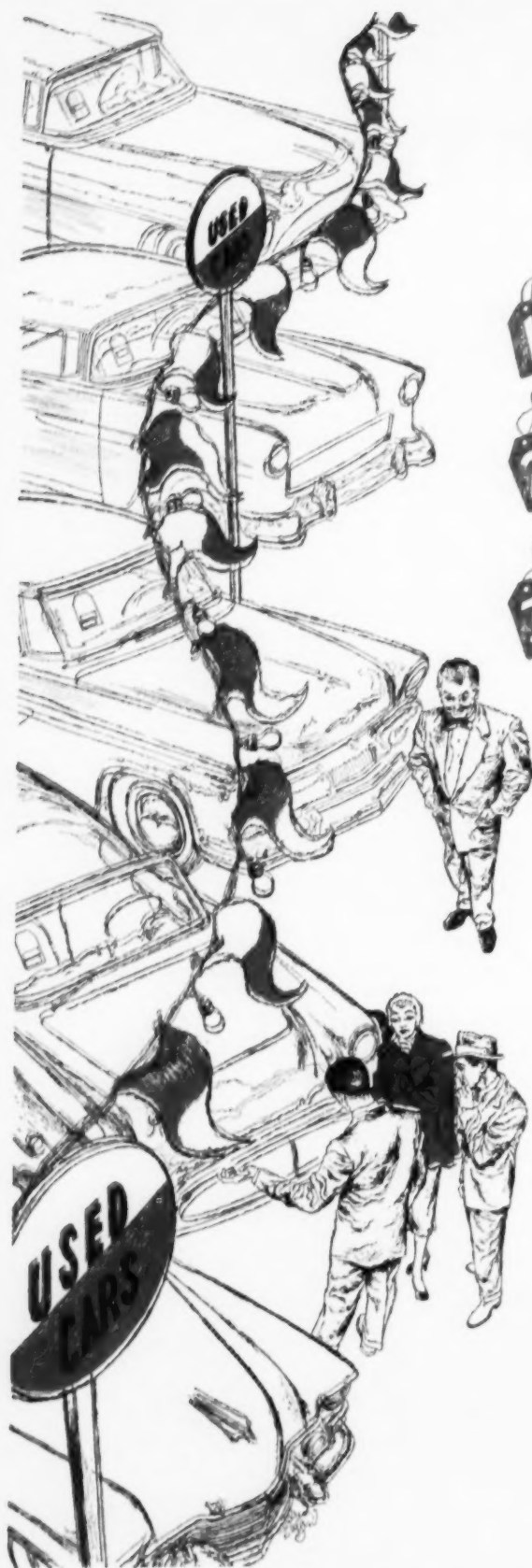
Bill Ford's pride and joy, the Continental, may be showing its lines by early September also. This is the virtually hand-tooled job which will sell for around \$10,000 and is to be made by the Continental Division of Ford.

Look for some reshuffling of horsepower ratings, too, as some older engines are reworked.

Almost every factory is expected to have its wares before the public well before John Turkey's neck goes under the Thanksgiving knife.

"I'd take it back. Sounds like the mechanic made your rear more noisy than it was."





## HOW ASSOCIATES HELPS YOU SELL USED CARS

1

First, we give you complete one-stop finance and insurance service that puts you in control while you *close* the deal.

2

Second, we give you the simplest paperwork in the business... rate charts, contract forms and purchaser agreements we've developed specifically for fast, easy handling!

3

Third, we give you prompt decisions, quick okays on credit applications—geared up, fast moving co-operation at the local level. You deal direct with auto finance *specialists* who have authority to make decisions.

*It adds up to Associates' Prompt-Action Used Car Sales Plan—complete service, flexibility and fast co-operation that helps you move those cars. Call now for full information. You'll get prompt action.*

*The Old Sage says...*

"The only way to clinch a sale is to finance the buyer right now so he doesn't have to shop around."



(The Old Sage is a composite of all the successful dealers we've known in over a third of a century in the field.)



Associates Investment Company  
Associates Discount Corporation  
Emmco Insurance Company  
South Bend, Indiana





# Automotive NEWS BRIEFS

## Herbert Hoover Receives Business Press Award

**F**ORMER President Herbert Hoover was presented last month the 1954 Silver Quill Award.

The honor is accorded annually by National Business Publications, Inc., of which this magazine is a member, to that person who has best epitomized those things for which the business press stands and in which it serves.

The presentation was made in Washington, D. C., at a dinner attended by more than a thousand guests, with the preceding year's winner, Vice-President Nixon, officiating.

William J. Rooke, former business manager of SOUTHERN AUTOMOTIVE JOURNAL and now chairman of the board of W. R. C. Smith Publishing Co., is a vice-chairman of NBP.

Among the guests were most cabinet members and the top diplomatic representatives.

JANUARY	APRIL	AUGUST	DECEMBER
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30	30	30	30
31	31	31	31

## Looking Ahead

March 14 — Spring convention of Automotive Wholesalers' Association, of Alabama, Hotel Whitley, Montgomery.

March 16-17 — Spring convention of Virginias - Carolinas Automotive Wholesalers Association, Robert E. Lee Hotel, Winston-Salem, N. C.

March 20-22 — Annual convention of Automotive Wholesalers Association of Tennessee, Andrew Jackson Hotel, Nashville.

March 31-April 3—Southwest Automotive Show, Bexar County Coliseum, San Antonio, Texas.

April 1-3 — Semi-annual convention of Independent Garagemen's Association of Texas, Bluebonnet Hotel, San Antonio.

April 18—Semi-annual meeting Automotive Wholesalers' Association of Louisiana, Bentley Hotel, Alexandria.

April 28-30 — Southeast Automotive Show, Lakewood Park, Atlanta.

May 5-7 — Annual convention of North Carolina Automobile Dealers

Association, Carolina Hotel, Pinehurst.

May 8-11 — Annual convention of Automotive Engine Rebuilders Association, Hotel Cleveland, Cleveland, Ohio.

May 16-17 — Annual convention of Missouri Automobile Dealers Association, Jefferson Hotel, St. Louis.

May 21-23 — Annual convention of South Carolina Automobile Dealers Association, Ocean Forest Hotel, Myrtle Beach.

Aug. 21-23 — Annual convention of Automobile Dealers Association of West Virginia, Greenbrier Hotel, White Sulphur Springs.

Aug. 28-30 — Annual convention of Kentucky Automobile Dealers Association, Kenlake Hotel, Hardin.

Sept. 16—Annual convention of Kansas Motor Car Dealers Association, Broadview Hotel, Wichita.

Sept. 16-17—Annual convention of New Mexico Automotive Dealers Association, Nickson Hotel, Roswell.

Sept. 25-27 — Annual convention of Tennessee Automotive Association, Buena Vista Hotel, Biloxi, Miss.

Sept. 25-27 — Annual convention of Texas Automotive Dealers Association, Shamrock Hotel, Houston.

Oct. 9-11 — Annual convention of Mississippi Automobile Dealers Association, Buena Vista, Hotel, Biloxi.

Oct. 9-10 — Annual convention of Georgia Automobile Dealers Association, Bon Air Hotel, Augusta.

Oct. 16-17 — Annual convention of Oklahoma Automobile Dealers Association, Mayo Hotel, Tulsa.

Oct. 16-18 — Annual convention of National Used Car Dealers Association, Hotel William Penn, Pittsburgh, Pa.

Oct. 23-25 — Annual convention of Florida Automobile Dealers Association, Sans Souci Hotel, Miami Beach.

Oct. 27-29—Annual convention of Automotive Wholesalers of Texas, Shamrock Hotel, Houston.

Nov. 6-8 — Annual convention of Automotive Trade Association of Virginia, Hotel Roanoke, Roanoke.

Nov. 13-14—Annual convention of Automobile Dealers Association of Alabama, Tutwiler Hotel, Birmingham.

Dec. 7-8 — Automotive Service Industries executive booth conference, Navy Pier, Chicago.

Jan. 28-Feb. 1, 1956 — Annual convention of National Automobile Dealers Association, Washington, D. C.

May 10-13, 1956 — 13th Southwest Automotive Show, Coliseum, Houston, Texas.

Strength, endurance but not much speed marked the conveyance which Bill France (left) provided for James F. Lewis, Jr., vice-president of Champion Spark Plug Co., on opening of Speed Week last month at Daytona Beach, Fla. France, president of NASCAR, which sponsors the week, met Lewis at the airport with this circus-borrowed elephant.



**"The BIG PROFIT JOBS  
*Don't* DRIVE IN...  
They *Are* TOWED IN"**



**HOLMES 525 Model**

The new 525 model was designed for all-round road service and is capable of performing a wide variety of work. It has speed and flexibility for light work, with power and capacity for handling the average trucks. Each boom has a lifting capacity of 6 tons, a pulling capacity of 15 tons. The unit is fast, efficient and of moderate size for use on a 1½ or 2 ton truck.



**HOLMES JUNIOR Model**

This unit, although different in design and construction from the larger Holmes models, has many features that make it ideal for light pick-up, towing and delivery service. The Wrecker has a capacity of 3 tons and is capable of handling the average service call. It is light, easy to handle and economical to operate. Furnished either hand or power operated for mounting on any ½ to 1½ ton trucks.

## **... by SHOPS with NEW HOLMES Wrecker Equipment**

Today no shop can afford to be without its own Modern Wrecker Equipment... *FIRST*, for service to its regular customers. *SECOND*, for those whom the shop hopes to obtain as new customers. Shops with up-to-date road units, such as shown, have little trouble holding on to regular customers or securing valuable new customers. The use of Holmes Equipment makes it possible for an operator to render complete 100% service. It enables him to go a long way to service customers and bring in jobs the shop *could NOT otherwise obtain*. Why be limited to drive-in customers when it is so easy to pick up new and profitable ones. REMEMBER, "The Big Profit Jobs Don't Drive-In, They are TOWED-IN" ... by those who go after the business with new Holmes Wrecker Equipment. See your jobber or write factory today for model specifications and prices.

**ERNEST HOLMES COMPANY**  
Chattanooga, Tennessee

## NADA Plans Program to Promote New Cars and Franchised Dealers

**"S**POTLIGHT on Automobiles," a program newly-initiated by the National Automobile Dealers Association to arouse fresh interest in 1955 models and appreciation for franchised new-car dealers and their importance to their communities, is planned to be a major civic event taking place April 11-16.

Five thousand NADA leaders, including heads of local associations, are being furnished with promotion kits containing program suggestions, publicity releases, radio and television material, speech outlines and copy for display advertisements.

Emphasis will be placed on the automobile, what the business means to the economy of the community, the importance of the franchised new-car dealer and the re-focusing of public attention on 1955 models.

Recommended activities for dealers are open houses, parades, elections of local queens, appointments of local high school students as "Dealers for a Day" and,

of course, accompanying publicity in appropriate media.

Dealers' service sales might be stimulated by further informing the public about facilities and equipment at their disposal in addition to the know-how of dealer-trained mechanics.

Safe-driving campaigns might also play an important part in such a celebration. Signing of safe-driving agreements between parents and children could be featured with stories of how new-car dealers are lending automobiles to high school driving classes.

Dealers are encouraged to pass on to NADA plans for their programs to share with other association members.

## Use Credit, Save Capital, Equipment Men Explain

**"D**EALERS, including those who are exceptionally well financed, should conserve their working capital for current operations, rather than tying it up in fixed assets, such as equipment and tools," the Equipment and Tool Institute pointed out recently. Installment purchase plans are now available for buying equipment and tools which leave capital free for current operations.

Rather than trying to do without needed equipment, dealers should make smaller cash down payments and lengthen the monthly installment periods, particularly on sizable investments, it was stated.

ETI members recently brought to the attention of their wholesale distributors the greater need for adequate time payment plans to assist dealers in procuring equipment and tools.

Extended monthly payments allow the use of the products to earn profits with which the installments can be liquidated, they explained.

Trying to get along without the devices, they said, is not good business. It is comparable to a cook endeavoring to prepare food without a stove.



Universal Underwriters has elected Chip Barwick, Chevrolet dealer of Memphis, Tenn., as chairman of its committee of trustees to succeed the late Lynn S. Snow of Oak Park, Ill. Other members include James A. Davis, Hutchinson, Kan.; Stanley H. Horner, Washington, D. C.; Rudy Fick, Kansas City, Mo., and L. C. Cargile, Texarkana, Arkansas-Texas.

## Garagemen Plan Session For Wichita, Kan.

**T**HE next national meeting of the Independent Garage Owners of America will be held in Wichita, Kan., at a date to be selected by President Bert Cook of Dallas, Texas.

Executive Director Ralph H. James, who headquarters at Tulsa, Okla., also announced that movements were underway which are expected to add two groups from Illinois to the IGOA.

Approximately 15 garagemen from Missouri and Illinois attended a meeting Jan. 22 at St. Louis at which James, a long-time garageman himself, spoke. East St. Louis has an association and men from Alton, Ill., expressed a desire to organize.

Members of the Lancaster County Carburetor Association, Lancaster, Pa., plan to form an independent association, according to Charles F. Neudorf, secretary of that body, with that new group apart from the carburetor association. They propose later to affiliate with the national.

Copies of the constitution and bylaws were sent last month to all state representatives of the IGOA, whose first convention was reported in detail in the February issue.

The National Automotive Maintenance Association recently elected Ed Putman (left), Palo Duro Motor Tune-Up, Amarillo, Texas, as president. Here he receives the presidential gavel from Bill Beach of Springfield, Mo., a member of the executive committee. Putman, who was elevated from third vice-president, is a past president of the Panhandle Independent Garagemen's Association.





One **BIG** Reason why  
many of the most successful  
refinishing plants  
use **ZAC-LAC** products...

# PROFITS

## SPEEDWAY PRIMER SURFACER

Fills speedily without sacrifice of any adhesion. One to one and a half hours drying will produce a maximum hardness and minimum shrinkage.



## NAM-L-FLO SYNTHETIC REDUCER

The warm weather reducer that eliminates summer time spraying problems. Keeps the jobs moving, no matter how hot the weather may be.

Management knows profits result from quality refinishing on a production basis. Zac-Lac means production — fast quality production that steps up profit levels. Every Zac-Lac product is compounded to do the highest quality job in the shortest possible time. Zac-Lac superiority has been demonstrated in hundreds of shops, on thousands of jobs. Put it to work for you and you'll see what a difference it makes. Improve your production, and you'll boost your profits at the same time.

## SYNTHETIC ENAMEL ACCELERATOR

The original Accelerator for synthetic enamel. Cures enamel swiftly, thoroughly, reduces fading and chalking, as well as possibilities of wrinkle. Cuts set-up time down to 15 to 25 minutes.



## SYNTHETIC 1938 LIMOUSINE BLACK

The sleekest, blackest black yet, with a high gloss and great durability. Just one of the fine, easy flowing synthetic enamels in the Zac-Lac line.

## ZAC-LAC COLOR MIXING EQUIPMENT

Gives you any of the 10,000 colors in the Zac-Lac Master Color Book that comes with it. All with a minimum investment and minimum inventory.

### Illustrated:

Base Unit  
Mixing Machine  
and Motor  
Complete (Two  
tier and three  
tier machines  
and hand agitators  
also available.)



## HIGH QUALITY LACQUERS

Compounded to produce the best possible refinishing results, long lasting beauty and durability. Recommended for complete refinish jobs or touch up and panel work.



Remember...there's a Profit in Zac-Lac for You!

If you're in the auto painting business, ask your jobber.  
If you're a jobber—Write this office—TODAY!

# ZAC-LAC PAINT & LACQUER CORP.

350 SIMPSON STREET, N. W., ATLANTA, GEORGIA

MANUFACTURERS OF: { • PRIMER-SURFACERS • SYNTHETIC ENAMELS • ENAMEL ACCELERATOR • PRIMERS  
• LACQUERS • THINNERS • COMPLETE AND ACCURATE COLOR MIXING EQUIPMENT



## Kentuckians Consider Junker Plan, With Pool to Reimburse Dealers

A PROPOSED plan to junk unsafe vehicles through joint efforts and cooperative funds of dealers, manufacturers and the state is being considered in Kentucky.

The proposal is:

To enact a law requiring payment by the manufacturer of a fee of \$12 to \$15 on the sale of each automobile sold to a Kentucky dealer, with option to bill the dealer 50% of the fee on each invoice. The sum would be paid to the Department of Revenue, which would credit the money to the state police district in which the dealer was located. Thereafter the dealer could apply to the department to destroy any automobile in his possession that he deemed unsafe.

Upon certification from the department that the police district in which the dealer is located had sufficient funds, the dealer would receive \$100 upon delivery of said automobile to the state police.

The police would sell the car to a salvage dealer on a bid-per-unit basis, first making certain that the

basic units of the car, such as motor, transmission, rear axle, etc., were destroyed to the extent that they were no longer usable. Receipts for salvage would be paid to the department and credited to the district fund.

Costs incurred by the department and the police in handling or destruction would be deducted from district funds.

Advantages of the proposed plan were pointed out to be removal from the highways of eight to ten thousand unsafe automobiles yearly; reduction of accidents, thereby reduction of insurance rates; elimination of the objection to previous experiences when dealer and factory representatives tried to get dealer credit for junk cars which later reappeared on the roads; equal distribution of funds over the state in proportion to new automobiles sold, and good public relations for dealers and the state.

Objections indicated were bringing state government into conduct of the dealer's business; increase

of price of new automobiles to buyers, thus reduction of profit to dealer where he had absorbed the cost; possible removal from the roads of serviceable cars and possibly paying the way for the state to assess dealers for other activities.

If sufficient interest in the plan is demonstrated by dealers, legal implications will be investigated and legislation will be drafted for presentation to the legislature.

## Asheville Car Dealers Sponsor Motorama

A THREE-DAY automobile show featuring 17 makes and 56 different models was sponsored by the Asheville (N. C.) Automobile Dealers Association in February.

This was the first general automobile show to be held in Asheville since 1937 and the association imported Tex Beneke and his orchestra and Muanne Hart, model and television star, as featured entertainers.

The 12 agencies participating were Deal Buick, Inc., Denison Motors, Inc., Ed Orr Motors, F&G Motors, Gene Ochsenreiter, Inc., Harry's Cadillac-Pontiac Co., Matthews Motor Sales, Parkland Chevrolet Co., Rankin Motors Sales, Sams Motor Sales, Skyland Motor Sales and Wayne Thompson, Inc.

## Atlanta SAE Awarded Higher Recognition

THE Atlanta group of the Society of Automotive Engineers has been elevated to the status of a section, Chairman Jack S. Reid of the Georgia body announced.

Under their new status the members will have a say in the election of national officers and must send a representative to the national meetings each year. As a section they will be on a par with all other sections, regardless of size.

The section's membership represents aircraft, manufacturing and automotive maintenance. Officers besides Reid, who is director of service at Wagstaff Motors (DeSoto-Plymouth), include Elmer Sanborn, vice-chairman; Ernest D. Troutman, secretary, and L. C. Malone, treasurer.

(More News Briefs on page 166)

"What do you mean that's my future? Why, that's exhaust smoke!"



# Curtis

## AUTOMOTIVE SERVICE EQUIPMENT

*Speeds up your jobs!*



### TANK MOUNTED AIR COMPRESSORS

1/4 h.p. to 15 h.p. . . . 1 cu. ft. to 78 cu. ft. displacement per minute . . . A.S.M.E. tank for 200 lbs. working pressure. Single stage or two stage. Precision-built . . . Timken-bearing-equipped . . . self-oiling. For continuous operation or with automatic stop and start. Also base-mounted units up to 300 cu. ft per minute.



### FULL HYDRAULIC FRAME LIFT

Speeds up under-car work . . . provides maximum accessibility for lubrication, adjustment and repairs. Car springs are relaxed and bearings free, lubrication is much easier. Faster wheel, tire and brake work, too, because wheels hang free.

Curtis also offers a  
Two Post Shop Lift . . .  
Single Post Roll-on Lift . . .  
Single Post Free Wheel Lift . . .  
Two Post Truck and Bus Lift.



### HIGH PRESSURE HYDRAULIC CAR WASHER

Promotes a faster, easier job . . . more profit from car washing. Unit operates at 300 lbs. pressure . . . has self-oiling pump, brass-lined cylinders, exceptional accessibility. It's precision-built . . . quiet-running.

1854 **101** 1955  
years

**Curtis** PNEUMATIC MACHINERY DIVISION  
of Curtis Manufacturing Company  
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**N·A·P·A**

# "Parade of Parts"

FOR ALL CARS · ALL TRUCKS · ALL AGES

featuring these Nationally  
Advertised Brands of genuine quality



identified  
by this  
Seal

● Within the next few weeks,  
your NAPA Jobber will join with  
thousands of others in a nation-  
wide "Parade of Parts"—a dra-

matic presentation of the unparalleled combination of serv-  
ice and selling advantages which only NAPA Jobbers can  
offer. *Watch* for your nearby NAPA Jobber's announcement  
of his "Parade of Parts." *Visit* his store while it is in prog-  
ress. *Be sure* to see the multi-page NAPA advertisement in  
the April 9th Saturday Evening Post. It will *again* assure  
your customers (as they have been for many years) of the  
genuine quality of parts and supplies bearing the NAPA  
Seal. *Your NAPA Jobber is a Good Man to Know!*

National Automotive Parts Association, Detroit, in behalf of the thousands of independent

## N·A·P·A JOBBERS

who supply the automotive repair trade from coast-to-coast with these—and many  
other—nationally advertised brands of quality automotive parts and supplies.

*Allied* APC \*

*American*  
Brakeblok

BALKAMP

Belden

B. H. Hoffman

BRIDGEPORT

BRIGGS

BROWN LIPE

CELORON

DETROIT

DITTMER

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ECHLIN

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*Allied* GRAPHO

MARTIN SENOIR

MicroTest

Modac

*Allied*  
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Monmouth

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RAYMOND

ROCHFORD

Soundmaster

STANDARD

Spicer

Thomson

WIKO

UNITED

VISALL

*Allied*  
WISCONSIN

ZOLLNER

Turn  
the  
page



# NAPA "Parade"



## Allied-A.P.C. Two-Metal Valves

Allied-A.P.C. Two-Metal Exhaust Valves are the greatest value you can offer your customers at any price. Conventional and rotating types—Stellite-Faced—Sodium-Filled. Engineered and built to highest standards of accuracy. Install with Allied-A.P.C. Guides, and Allied-Raymond Valve Springs and Locks for efficient performance, long life and customer satisfaction.

ALLIED MOTOR PARTS COMPANY • DETROIT, MICHIGAN



## Install the Best—American Brakeblok

You'll handle every reline *quickly, safely, profitably*, with American Brakeblok, known and respected for over 25 years as America's Safety Brake Lining! Boxed attractively and clearly identified, it comes precision-made in axle sets for every motor vehicle. It is available *bonded*, or *riveted* for all cars and light trucks; in *thick blocks* for all heavy-duty service.

AMERICAN BRAKEBLOK DIVISION • DETROIT 9, MICHIGAN



## Balkamp Switches

Switches are like razor blades. You forget about 'em when you're not using them. That's why this Balkamp Plexiglas Display helps you sell so many switches. *People see them!* Shows 14 of the most popular switches of these types: Heater, Toggle, Ignition, Push-Pull, Door, and Horn-Button. Ask for Balkamp No. 31A Switch Display Assortment.

BALKAMP, INC. • INDIANAPOLIS, INDIANA



## Balkamp Carburetor Tune-Up Kits

When tune-up jobs come in, carburetors are one of the first things to take care of. Balkamp Carburetor Tune-Up Kits are the answer for fast, low-cost repairs. Finest quality, factory-matched parts, clear diagrams and instructions. Order Balkamp Assortment No. 15-A—twelve packaged kits covering Chevrolet, Ford, Plymouth and seven other popular makes.

BALKAMP, INC. • INDIANAPOLIS, INDIANA

NAPA "PARADE OF PARTS" (continues)



# of Parts"



**nationally advertised brands for CARS, TRUCKS, TRACTORS • ALL MAKES • ALL AGES!**



## B-K Universal Grease Fittings

Here's the way to buy Hydraulic Grease Fittings of assured quality, in popular automotive sizes and types, without overstocking. Order the B-K Universal Grease Fittings Assortment No. 4-801. Contains 100 fittings, of the nine most popular numbers, in a crystal-clear plastic box that lets you see what you've used. Replenish as you need, from your NAPA Jobber.

**B-K SERVICE PRODUCTS • INDIANAPOLIS, INDIANA**



## B-K Radiator and Gas Tank Caps

Gas tank and radiator caps get lost, and have to be replaced, with amazing regularity. B-K's Display Merchandiser Assortment gives complete coverage for cars and trucks, with a minimum quantity of caps. Contains 17 Regular Gas Caps; 6 Locking Gas Caps; 7 Regular Radiator Caps; and 15 Pressure Radiator Caps. Ask for B-K Display Assortment No. 4-1100.

**B-K SERVICE PRODUCTS • INDIANAPOLIS, INDIANA**



## B-K Washing and Polishing Aids

A complete line of trade-marked and packaged necessities for car washing and polishing, including a range of chamois-skins for all purposes; natural and cellulose sponges; golden-fleece, chenille, and synthetic fibre car-washing mitts; and sheepswool bonnets and polishing discs. Make your NAPA Jobber your source for everyday necessities for wash rack and service use.

**B-K SERVICE PRODUCTS • INDIANAPOLIS, INDIANA**



## B-K Huffman Service Station Equipment

NAPA jobbers are ready to supply the finest in service station equipment . . . B-K Huffman. When you select your next new equipment, choose with confidence the brand that has a proper unit for every service station need . . . for every seasonal need. Choose B-K Huffman and rest assured that you have obtained the best.

**B-K HUFFMAN • DELPHOS, OHIO**

**NAPA "PARADE OF PARTS" (continues)**



# N.A.P.A. "Parade"



## For Wire Profits—Without Complaints

Use Belden—the Wiring Line that's complete for all service jobs—easy to stock—at a surprisingly low investment. Easier application means faster replacements. Belden Wire and Cables are engineered for modern cars, trucks, and buses—the line most servicemen use. Ask your Jobber Salesman.

BELDEN MANUFACTURING COMPANY • CHICAGO, ILLINOIS



## Bridgeport Tire Valve Inserter Free!

The new Bridgeport #506 Valve Inserter, tested and proved as the *best* service tool on the market for all Snap-in tubeless tire valves is free with your order for 12 boxes (5 each) Bridgeport #165R Snap-in Tubeless Tire Valves. Ask your jobber for details of this remarkable offer. Limited time only. Act Now!

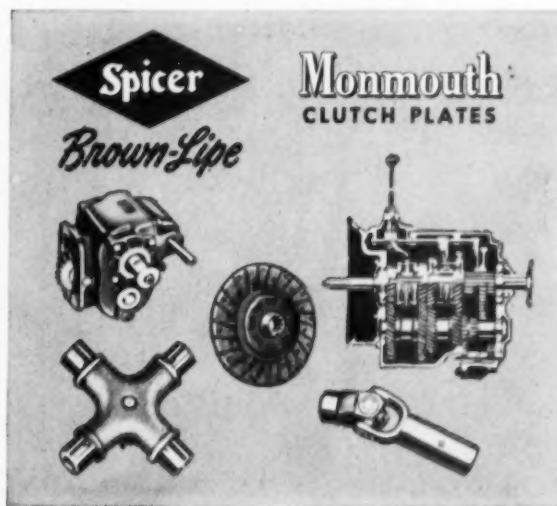
BRIDGEPORT BRASS COMPANY • BRIDGEPORT 2, CONNECTICUT



## Celoron® Timing Gears

There are reasons why good mechanics insist on using genuine Celoron Timing Gears. Made to original equipment standards, Celoron gears have high tooth strength, run smoothly, are easy to install. Customers know that the *laminated rim* of an individually molded Celoron gear gives better timing, longer life. Install the best in timing gears—order Celoron from NAPA!

CONTINENTAL-DIAMOND FIBRE COMPANY • NEWARK, DELAWARE



## Dana Products

One or more Dana-made Products are in practically every automotive vehicle on the road: Spicer and "Mechanics-Type" Universal Joint Replacement Kits; Spicer "Brown-Lipe" Transmissions; Spicer Power Take-Offs and PTO Joints; and Monmouth Clutch Plates. Available through NAPA jobbers. For your profit and customer satisfaction, use DANA products.

DANA CORPORATION • TOLEDO 1, OHIO

NAPA "PARADE OF PARTS" (continues)

# of Parts"



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## Detroit Universal Joints

For over 35 years DETROIT Universal Joints and Drive Shafts have given superior performance as original equipment. Your NAPA Jobber will supply you with genuine DETROIT Repair Kits produced by the original equipment manufacturer. —These kits contain the same material supplied to the vehicle manufacturer—your assurance of dependable service parts. **UNIVERSAL PRODUCTS COMPANY, INC. • DEARBORN, MICHIGAN**



## DITTMER

Transmission Gears and Shafts have been keeping cars and trucks in operation since 1919. "Second to None" quality; *Easy-to-Work-With* Catalog; attractive *safety* cartons, distinguish this line. Illustrated instruction sheets, tags, etc., in many gear cartons are of real help to the repairman. This Company is Owner-Managed. See your NAPA Jobber!

**DITTMER GEAR & MFG. CORP. • LOCKPORT, NEW YORK**



## Duckworth Timing Chains

Often a "ring" job isn't the complete answer to motor "pep" . . . the kind your customer expects. Check the timing chain for wear and stretch. If replacement is needed recommend Duckworth (R) Monoflex Timing Chains for top motor performance, with gas and oil savings as an extra bonus. Result: "repeat" business that comes from real customer satisfaction.

**CHAIN BELT COMPANY • SPRINGFIELD, MASSACHUSETTS**



## ECHLIN Ignition

**VISUMATIC** • Visual stock control • Room for expansion • Perpetually balanced stock • Annual modernization • Guaranteed against obsolescence • The part you want when you want it—

**ECHLIN MANUFACTURING COMPANY • NEW HAVEN, CONNECTICUT**

**NAPA "PARADE OF PARTS" (continues)**



# NAPA "Parade"

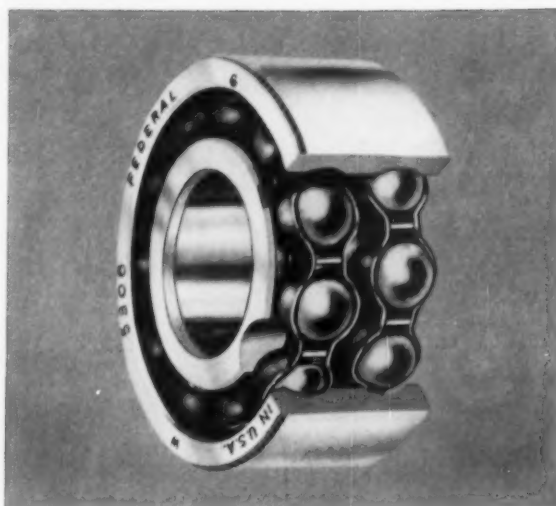


## **ECHLIN** Extras In Ignition

FOR CARS • TRUCKS • TRACTORS

- OUTSTANDING ENGINEERING
- TOP QUALITY MATERIALS
- PRECISION WORKMANSHIP

ECHLIN MANUFACTURING COMPANY • NEW HAVEN, CONNECTICUT



## Federal Ball Bearings

Most complete line of ball bearings for the automotive industry. Used as original equipment on millions of vehicles by leading car and truck makers. Chosen by repairmen everywhere as the ideal replacement bearing. Because Federal Ball Bearings are *dependable*—backed by that dependable source of supply: your NAPA Jobber! Easier to sell, handle, service!

THE FEDERAL BEARINGS CO., INC. • POUGHKEEPSIE, NEW YORK



## Fleet Jacks

There are thirty-two models of hydraulic axle and service jacks and mechanical bumper and axle jacks and garage horses to fit every automotive lifting requirement in the Fleet line of jacks. All are available for immediate delivery from your NAPA Jobber.

EDGEWATER AUTOMOTIVE DIVISION • ST. JOSEPH, MICHIGAN



## Allied-Grapho Vacuum-Tested Water Pumps

With greater loads being placed on cooling systems, the importance of the water pump has reached a new high. Allied-Grapho Water Pumps are factory duplicates in design; and in engineering, tolerances and materials, they *meet or surpass every factory specification!* As a double-check, every Allied-Grapho pump is *vacuum-tested* to be sure it won't leak in service!

ALLIED MOTOR PARTS COMPANY • DETROIT, MICHIGAN

← NAPA "PARADE OF PARTS" (continues)



# of Parts"



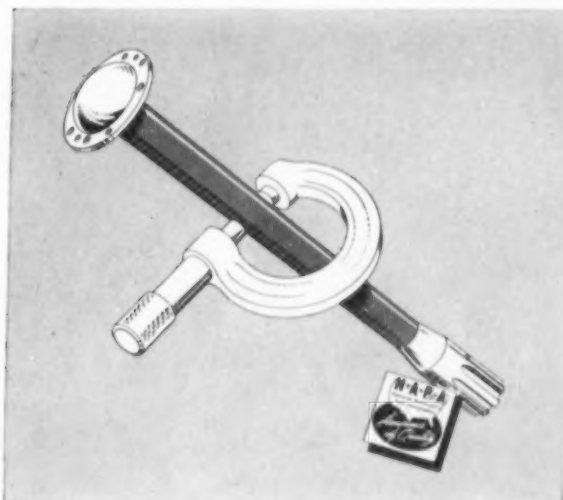
**nationally advertised brands for CARS, TRUCKS, TRACTORS • ALL MAKES • ALL AGES!**



## Automotive Finishes

For every automobile you service . . . your Martin-Senour Jobber can furnish the *right* color, the *right* product. Martin-Senour meets all your needs with complete stocks of pastels, deep-tones and blacks . . . thinners, primers, reducers and cleaners. Factory-sealed and factory-packaged Martin-Senour products are a sure way to keep customers coming back!

**MARTIN-SENOUR, 2520 SOUTH QUARRY STREET • CHICAGO, ILLINOIS**



## MicroTest Axle Shafts

*Toughest, longest-lasting* replacement axle shafts on the market—that's the *proved* performance record of MicroTest Axles! Your NAPA Jobber has the *complete* line to fit every passenger car, truck and bus. Precision manufacture, finest alloy steels, and new Shot-Peening process assure you of precise fit and complete customer satisfaction.

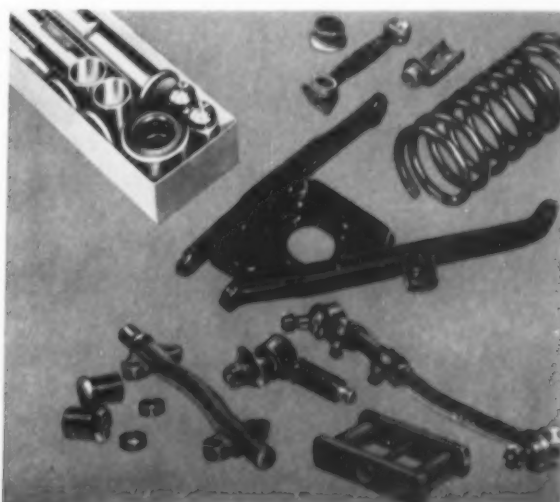
**MicroTest GEAR COMPANY • POTTSTOWN, PENNSYLVANIA**



## Modac "V" Belts

Modac's complete line of "V" Belts—Automotive, FHP and Industrial—embody construction features that spell longer life, less trouble and lower cost. Modac Fan Belts, for all makes and models of vehicles, meet or surpass original equipment specifications, and Modac's modern merchandising methods help you sell more fan belts, more profitably.

**HAYWOOD INDUSTRIES • WAYNESVILLE, N. C.**



## Allied-Monmouth Chassis Parts

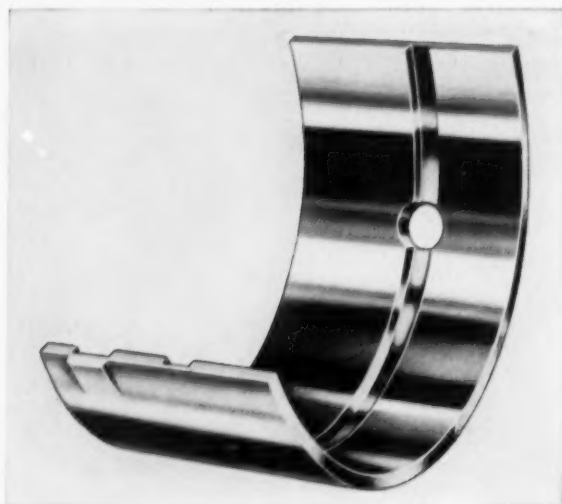
In Allied-Monmouth Chassis Parts, your NAPA Jobber offers a complete line engineered and built to original equipment standards in materials and tolerances. Includes Wheel Suspension Parts, Coil Springs, Steering Parts, King Bolt Sets, Shackles, and Ball-Joint Suspension replacements. Make your NAPA Jobber your headquarters for Chassis Parts.

**ALLIED MOTOR PARTS COMPANY • DETROIT, MICHIGAN**

**NAPA "PARADE OF PARTS" (continues)**



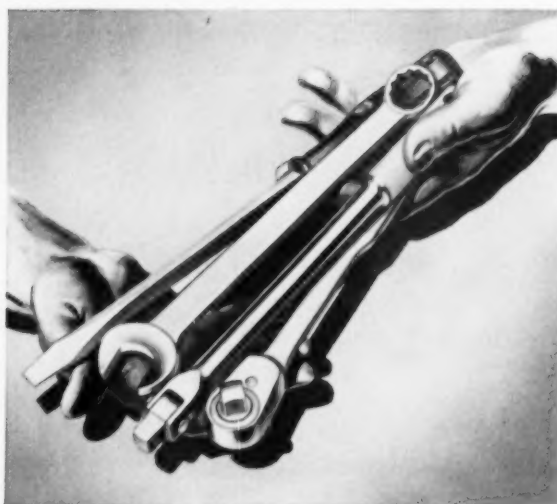
# N.A.P.A. "Parade"



## Monmouth Engine Bearings

For trouble-free installation and new-engine performance, get the best in bearings; Monmouth, original equipment on 65 makes of millions of cars, trucks and tractors. Designed right and made right for perfect fit, high fatigue life and smooth surface action, Monmouth engine bearings assure full customer satisfaction. Use Monmouth—Clevite 77 and Micro!

CLEVITE SERVICE DIVISION • CLEVELAND, OHIO



## New Britain Hand Tools

The complete Line of top-quality, professional Tools designed for mechanics by mechanics—including the great new Automatic Transmission Tools that open up this money-making service field for you. Ask for New Britain Tools. They're engineered to handle today's repairs and service—faster for you!

THE NEW BRITAIN MACHINE CO. • NEW BRITAIN, CONNECTICUT



## Puritan Heavy-Duty Brake Fluid

Meets and exceeds SAE standards by a wide margin! 60°F. below zero to 400°F. above. Completely free from gumming and rubber reaction. Mixes with all fluids made with castor or synthetic bases; absorbs condensation. Recommended for all heavy-duty service. For passenger car service, sell PURITAN Super 60 Brake fluid for extra safety...extra profits!

OLIN MATHIESON CHEMICAL CORPORATION • BALTIMORE 3, MD.



## New Puritan Penetrant

Save time and work—loosen seized or corroded parts fast and easily with revolutionary new Puritan Penetrant. Quick-action Puritan Penetrant will not spread wastefully, stays where you pour or squirt it and penetrates deeply to do the job. Safer too—odorless and non-inflammable. Get details on the new PURITAN PENETRANT \$1000 CONTEST from your jobber!

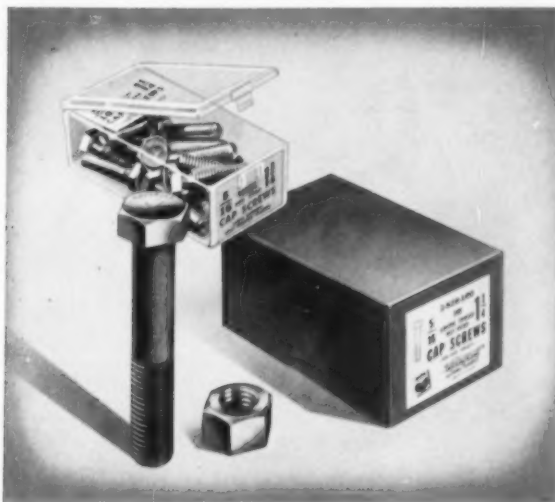
OLIN MATHIESON CHEMICAL CORPORATION • BALTIMORE 3, MD.

NAPA "PARADE OF PARTS" (continues)

# of Parts"



**nationally advertised brands for CARS, TRUCKS, TRACTORS • ALL MAKES • ALL AGES!**



## Rockford Fasteners

With Rockford's new "E" line, NAPA Jobbers are in position to give you service on a complete line of quality fasteners of all types—cap screws, nuts, round and flat-head machine bolts, cotter-pins, washers, etc. Order in the hinged-cover clear plastic boxes for fast, easy identification and stock control; in the Rockford Standard Pack for full coverage.

ROCKFORD SCREW PRODUCTS CO. • ROCKFORD, ILLINOIS



## Soundmaster Mufflers

For each make and model you service, your NAPA Jobber can supply a Soundmaster Triple-Fit Muffler engineered to *fit that car*—all three ways. **Mechanical Fit**, for fast high-profit installations. **Acoustical Fit**, for full-range noise control. **Horsepower Fit**, for low back-pressure and high engine output. Next muffler job you have, use *Soundmaster!*

DEKOVEN MANUFACTURING COMPANY • RACINE, WISCONSIN



## Standard Grease Seals

There's a perfect-fit Standard replacement seal for every car entering your shop—including orphans! And the quick, easy way to extra profit from seals is a Standard seal stock. Two stocks: one for garages with front and rear wheel seals, one for lube stations with front wheel seals only. Includes price sheet, interchange data. Ask about it today!

STANDARD SEAL COMPANY • VAN WERT, OHIO



## Thomson Thermostats

—the complete line for cars and trucks of all makes and ages: The revolutionary Thomson "H-P" Stat for pressurized cooling systems, and Thomson bellows-type for others. Both feature the simple, dependable poppet-valve which *seals tight* against leakage. Standard and High-Temperature settings. Balanced assortments—convenient gasket coverage.

STANDARD-THOMSON CORP. • VANDALIA, OHIO

NAPA "PARADE OF PARTS" (continues)



# NAPA "Parade of Parts"

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## This Trico Cabinet Sells Blades Faster!

"Save lives in '55" is focusing more attention than ever on windshield wiper blades. And this eye-catching Trico Cabinet with its new Vis-u-lid is stepping up sales of arms, blades and solvent for thousands of dealers. Put a Trico Stock Organizer Cabinet to work for you. Right now, with the big season just ahead, your NAPA Jobber has a special offer for dealers who have not yet installed one of these sales-makers.

TRICO PRODUCTS CORPORATION • BUFFALO 3, NEW YORK



## UNITED means dependability

UNITED Hydraulic Brake Parts are replacement engineered and specifically designed to completely restore the hydraulic brake system to peak operating efficiency.

Automotive servicemen the world over have dependably applied UNITED brake parts for over a quarter century. Use UNITED. Your NAPA jobber features this brand.

UNITED PARTS MFG. CO. • CHICAGO, ILLINOIS



## Visall Safety Products

Dependable, easy to install turn signals. Visall 631 switch with engineered delayed self-cancelling. Visall 581 Class B light for maximum economy. Visall 531, 532 Class A with Lucite plastic lens. Visall 561 Class A with glass lens for heavy investment vehicles. Reflectors, flares, passenger car mirrors, truck mirrors, truck lights. Proven in service, approved in all states.

VEHICLE PRODUCTS COMPANY • CINCINNATI, OHIO



## Allied-Wisconsin Pistons and Sleeves

For cars, trucks and tractors, look to Allied for the finest in pistons, sleeves and sleeve assemblies. Made to engine manufacturers' specifications as to material, design and weight, the broad Allied line includes *all piston types used as original equipment!* Install with Allied-Precision Micro-Matched Piston Pins for a perfectly balanced job.

ALLIED MOTOR PARTS COMPANY • DETROIT, MICHIGAN

NAPA "PARADE OF PARTS" (continues)





VISIT OUR EXHIBIT  
at the  
SOUTHWEST  
AUTOMOTIVE  
SHOW

Booths - 255 - 256

# VITALIC BATTERY

*Sales and Merchandising*  
**Program for Jobbers**

*Write or Wire  
for full  
Information.*

VITALIC . . . THE SOUTH and SOUTHWEST'S LEADING REPLACEMENT BATTERY MANUFACTURER . . . offers a complete and profitable battery program for automotive jobbers! A full line of the finest WET and DRY CHARGED automotive and commercial batteries . . . factory operated delivery service to all areas of the South and Southwest . . . a price policy to meet competitive situations profitably . . . merchandising and sales promotion aids.

## VITALIC BATTERY CO., INC.

2040 AMELIA STREET

DALLAS, TEXAS



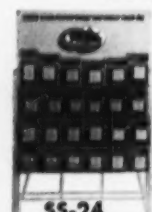
**NOW, NO MORE PASSING UP PROFITS...**

**wix**  
**COMPLETE LINE BLANKETS YOUR MARKET!**

**HERE'S WIX  
ENGINEERED SELLING  
In Action!**



**Oil Filter Service  
TOOL KIT**



**SS-24  
Display Rack**



**Cartridge  
Installation  
Manual**



You sell **MORE** Oil Filter Cartridges to **MORE** of your customers when you sell **WIX** Engineered Filtration. The **WIX** Line is *complete*. It provides top filtering efficiency for every car and truck that comes into your shop. And **WIX** provides *both* popular filtering media . . . **POROSITE**, the pleated paper Filtrant for full-flow systems — **WIXITE**, the **HEVI-DUTY** Filtrant for partial-flow systems.

Moreover, **WIX** Engineered Selling gives you **EXTRA** sales opportunities. The Industry's outstanding Cartridge Installation Manual, the sensational **WIX** Tool Kit that makes filter servicing simple and sure, and the money-making **SS-24** Display Rack — all are engineered to make sales *fast, easy, and profitable*.

Yes — you make **MORE** money with the **WIX** *complete* coverage and sales-active Program. See how easily you can get started on the **WIX** road to *Extra Profits*. Write for complete details today.

**VISIT BOOTHS 284 & 285 • SOUTHWEST AUTOMOTIVE SHOW**



**wix**

**OIL FILTERS • CARTRIDGES**  
**AUTOMOTIVE • INDUSTRIAL • RAILROAD**  
**WIX CORPORATION • GASTONIA • N. C.**



*You've never seen*

**an enamel primer  
dry this fast before . . .  
and with so much holdout!**

**NEW KEM®  
RED OXIDE PRIMER  
E2 R 27**

- ★ SUPER-FAST DRYING—like lacquer!
- ★ SUPER HOLDOUT and depth for color coats
- ★ DRIES FLAT—no sanding
- ★ MORE COVERAGE with less material

**Ask about all these  
5 new star performers!**

- ★ NEW OPEX "SPEED-FILL"®  
PRIMER-SURFACER
- ★ NEW KEM RED OXIDE PRIMER
- ★ NEW KEM "FLO-GLO"® REDUCER
- ★ NEW OPEX "POTENT"® CONCENTRATE
- ★ NEW OPEX "SPOT-SOLV"®  
LACQUER REMOVER Trade-Mark

Ever wish you could work as fast with synthetic enamels as you can with lacquers? This amazing new KEM Red Oxide Primer will let you come closer to it than you ever have before!

Spray it on—it dries flat—and in 30 minutes or less you can tack and coat it! Most important, it gives you a new high degree of holdout for color coats that creates new depth and richness of color in the finished job.

You'll find this new KEM Primer E2 R 27 goes a lot further, too. Reduced with equal parts of Sherwin-Williams No. 49 or 75 Reducer, a quart is usually sufficient for the average car.

You won't believe it until you see it! Call your OK automotive jobber today—try this NEW, economical, time-saving KEM Primer on your next job!  
The Sherwin-Williams Co., Automotive Division, Cleveland 1, Ohio.

**SHERWIN-WILLIAMS**  
AUTOMOTIVE FINISHES



# **WITH ORIGINAL SERVICE PARTS FROM BACKYARD MODERN SERVICE**



From a one-stall operation to 5,000-square feet of work space accommodating 12 cars . . . original service parts have paced growth of Art's Service all the way. Business now includes truck, tractor and marine service as well as automotive.



Husband-and-wife team . . . While Art supervises the shop, Mrs. Bramer keeps a sharp eye on parts stock and the books.





# I MOVED UP...

# GARAGE TO THIS BUILDING!



SAYS: *Art Bramer*

owner Art's Service, Traverse City, Michigan, who credits a major share of his rapid growth to original service parts.

"The success of my business has been built on customer satisfaction," Mr. Bramer points out. "That's why I've always been careful to give honest service and use only original service parts. To make doubly sure, I always tell a customer exactly what work has been done and that original service parts were used."

"Seven years ago, when I started business in my backyard garage, my biggest asset was 17 years experience in automotive electrical service. I wasn't going to risk it with anything less than top quality material—original service parts. I never have, and it's really paid off."

"I started with Auto-Lite and other big-name, well-known lines. Soon my one-man operation was going 16 hours a day and bulging at the seams."

"Today, Art's Service is a big, modern building with five people handling customers from 60 to 70 miles around. We've branched out from strictly automotive to include truck, tractor and marine electrical service, too."

"We've grown rapidly in seven years, and we're going to keep right on growing with honest service and original service parts."



In just seven years, Art's Service has grown from a backyard garage to a big, modern building. Original service parts have been on the shelves from the first day Art Bramer hung out his sign in Traverse City. Now the business pulls in customers from 70 miles around.

The quality of reliable workmanship matched with the quality of original service parts has been the pattern thousands of successful men have followed in the automotive service business. They know original service parts are the key to growth, expanding operations and bigger profits. Investigate the many outstanding opportunities for increased profits open to you with Auto-Lite Original Service Parts. For complete details see your distributor of Auto-Lite Original Service Parts, or write

**THE ELECTRIC AUTO-LITE COMPANY**

Parts & Service Division

TOLEDO 1

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**Original  
Equipment  
Parts for the  
Service Industry**

**PERMITE**

**The Complete Line**

Permite Parts are made by a basic manufacturer of original equipment parts.

They fit right, perform right, because they *are* original equipment parts.

They are available for all makes and models of cars, trucks, buses, tractors.

Call your nearby Permite Distributor. He can serve your needs immediately from his complete inventory.

- VALVES
- VALVE GUIDES
- VALVE PARTS
- PISTONS
- PISTON PINS
- PIN BUSHINGS
- CYLINDER SLEEVES
- WET SLEEVE ASSEMBLIES
- ENGINE BEARINGS
- WATER PUMPS
- WATER PUMP PARTS
- KING BOLT SETS
- TIE-ROD ENDS
- SPRING SHACKLES
- SUSPENSION PARTS



**ALUMINUM INDUSTRIES, INC.**  
2438 Beekman Street - Cincinnati 25, Ohio

original equipment

**Permite parts**  
the complete motor and chassis line

# New **SIoux** Electric IMPACT WRENCH



No. 325  
only \$99.75  
No. 330  
only \$127.50

Now you can have the  
extra power and performance  
of a SIOUX Impact Wrench!

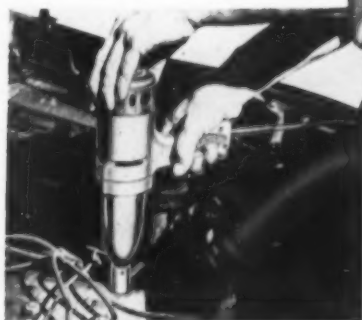
In no type of tool is good design  
and quality manufacture more  
important . . . nowhere will tradi-  
tional SIOUX dependability and  
long life be more apparent and  
more rewarding.

## with the EXCLUSIVE REVERSE CAP SWITCH LOCK!

Your SIOUX Impact Wrench  
can't be reversed with the  
switch on! This exclusive  
design feature eliminates  
a common cause of  
burned commutator—  
brushes, and switch  
contacts. It's one of  
the reasons SIOUX  
Impact Wrenches  
will last longer!



REMOVING WHEEL NUTS



TIGHTENING CYLINDER HEAD BOLTS



REMOVING SPRING SHACKLE NUTS

## SPECIFICATIONS

Wrench No.	Capacity Bolt Size	Socket Drive Size	PRICE
325	3/8"-5/8"	1/2" sq.	\$ 99.75
330	3/8"-1 1/4"	1/2" sq.	127.50

Free Speed R or L 2,000 RPM, Both Models; Impacts Per  
Minute 2,000, Both Models

For more information write today!

Please send complete information and  
prices on

## SIoux IMPACT WRENCHES

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

**ALBERTSON & CO., INC.**  
SIOUX CITY, IOWA, U.S.A.



USE **SIoux** ALL THE WAY THROUGH . . . ELECTRIC DRILLS • SANDERS • POLISHERS  
GRINDERS • SAWS • IMPACT WRENCHES • VALVE SERVICE EQUIPMENT

# BOWER



**QUALITY  
ABOVE  
ALL...**

**TAPERED,  
STRAIGHT  
AND JOURNAL  
ROLLER BEARINGS**



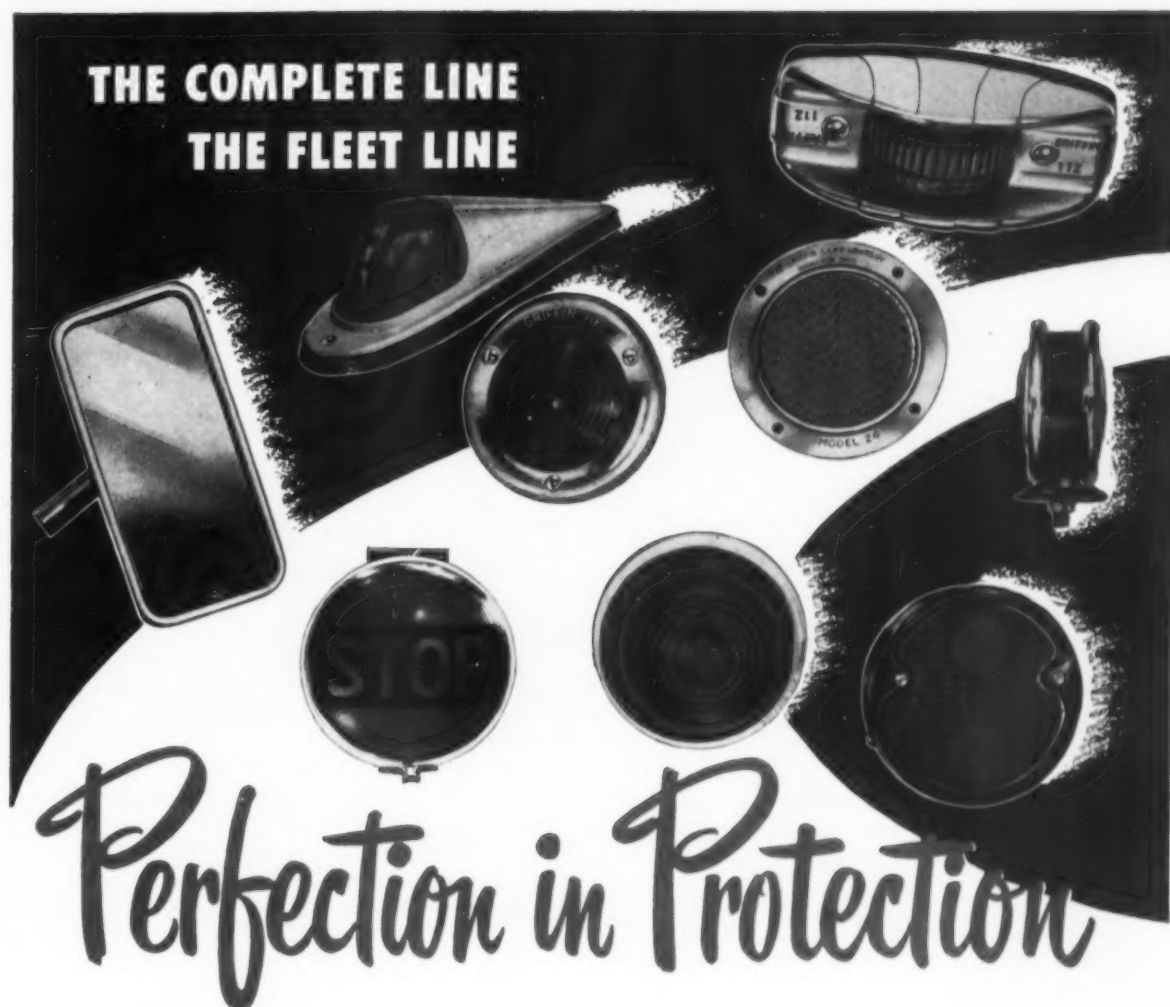
**FEDERAL-MOGUL SERVICE**

Division Federal-Mogul Corporation

**DETROIT 13, MICHIGAN**



## THE COMPLETE LINE THE FLEET LINE



# Perfection in Protection

● Compare any lamp in the entire Griffin line with any other make. You'll find improvements throughout.

The reasons are obvious. Griffin concentrates on fleet requirements—and supplies every fleet need. Griffin makes every lamp heavier, sturdier, more dependable, to stand up under years of gruelling fleet use.

Griffin engineers find more rugged mate-

rials—and use them in heavier gauge—to give thousands of extra miles of life. They find new construction processes—and build improved models at competitive prices. And they develop new, exclusive *built-in XX safety factors* to make every Griffin lamp an engineering masterpiece. It will pay you to standardize with Griffin, the complete fleet line. Call your Griffin distributor now.

**THE GRIFFIN LAMP COMPANY • HAMILTON, OHIO • BROOKHAVEN, MISSISSIPPI**  
Warehouses—736 East Washington Blvd., Los Angeles, California; 440 Golden Gate Ave., San Francisco, California  
37 Leon Street, Boston, Massachusetts; 308 Ninth Avenue, North, Seattle, Washington

THE LINE WITH  
BUILT-IN XX SAFETY FACTORS

**GRIFFIN**  
AUTOMOTIVE SAFETY LIGHTING

# "IF AN ENGINE CAN'T BREATHE — IT CAN'T GO! — PROPER MUFFLER DESIGN IS IMPORTANT"



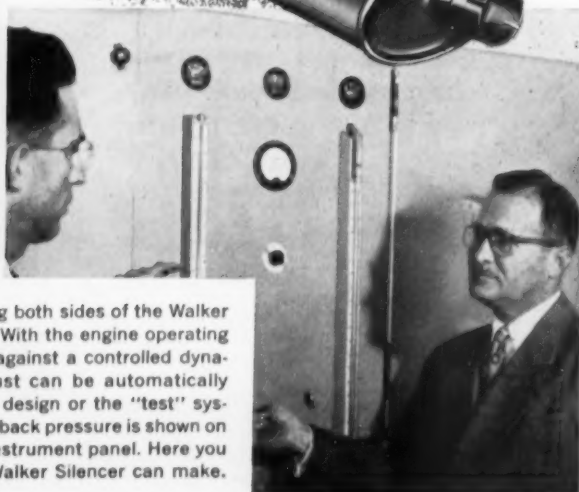
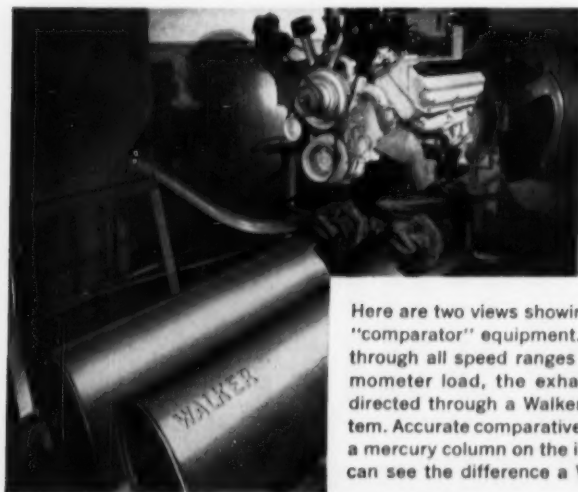
*Excerpts from the Notebook on Walker Silencers by the late Wilbur Shaw, President of the Indianapolis Motor Speedway 1946-54, and 3-Time Winner of the 500-Mile Classic.*

"Engines are just like people . . . they have to *breathe* to live. Any unnecessary obstruction in the breathing system of an engine destroys power. That's what is meant by *back pressure*. Every engine has a certain permitted back pressure which must not be violated—average from 2 to 5 lbs. at top speed, depending upon the make of car."

"Because the exhaust system is a definite part of an engine's *breathing system*, it is a muffler engineer's job to

keep the back pressure as low as possible and still *properly quiet* the explosions of the engine. It's not easy. Takes lots of experience and know-how."

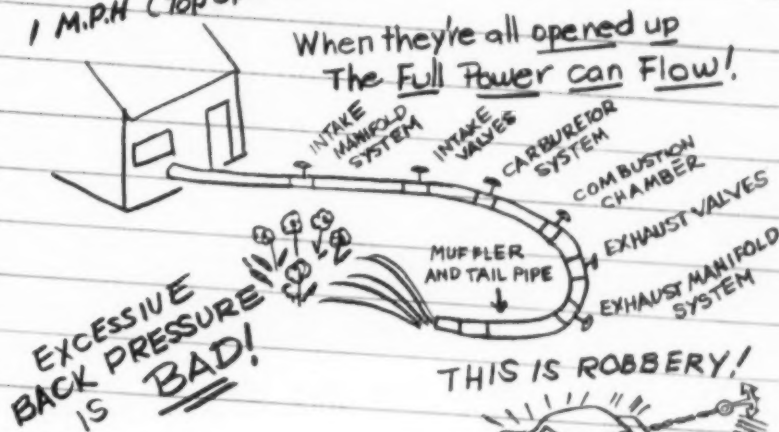
"Walker Silencer engineers have a basic rule that is most important. A *Walker Silencer* must *properly quiet* an engine without increasing its permitted back pressure. Or to say it another way, the exhaust sound must be controlled without lowering the established brake horsepower of the engine. Walker Silencers preserve the *Go-Factor* and the quiet riding comfort of the automobile."



Here are two views showing both sides of the Walker "comparator" equipment. With the engine operating through all speed ranges against a controlled dynamometer load, the exhaust can be automatically directed through a Walker design or the "test" system. Accurate comparative back pressure is shown on a mercury column on the instrument panel. Here you can see the difference a Walker Silencer can make.

AVERAGE BACK PRESSURE = 2 TO 5 LBS.  
(TOP SPEED)

$\frac{1}{2}$  LB. BACK PRESSURE = 1 HORSEPOWER  
1 M.P.H. (TOP SPEED) = APPROX. 4 H.P.



THIS IS ROBBERY!



"GO-FACTOR"

INCREASES  
GAS CONSUMPTION

#### GET YOUR COPY

of the "Wilbur Shaw Notebook on Walker Silencers" from your jobber or by writing to Walker Manufacturing Company, Racine, Wisconsin. This factual exhaust system report was prepared by Shaw shortly before his untimely death.



# WALKER *Precision Tuned* SILENCERS

"...SURE DO BRING OUT THE **GO-FACTOR**"

WALKER MANUFACTURING CO. OF WISCONSIN • RACINE, WISCONSIN

EXHAUST SILENCERS • OIL FILTERS • JACKS



## **"Fix it up, Joe — and fix the brakes, too!"**

"Cheap" brakes just don't pay. All too often they result in creased fenders, dented grilles, and irate customers. Give your customers the top-quality brakes they expect by always relining with Grey-Rock Balanced Braksets.



You'll get more satisfied customers, fewer comebacks, and bigger profits if you're a Grey-Rock dealer installing Grey-Rock *Balanced* Linings. For with Grey-Rock, balance is more than a matter of high and low friction linings. Grey-Rock uses many different linings in combinations specially engineered for each make and model. And this exclusive Grey-Rock principle assures long uniform brake wear and smooth, safe stops.



*Distinctive woven and molded linings* are combined in Grey-Rock Balanced Braksets and Truckets for the specially severe requirements of certain makes and models. Where used, woven and molded combinations provide far better brake action than molded linings alone. In other sets, special molded types are used where all-molded combinations give best results. This is a distinctive Grey-Rock feature!

GREY-ROCK FACTORY BONDED SHOE EXCHANGE SERVICE IS THE EASY WAY TO HIGHER RELINE QUALITY, LESS LABOR PER JOB, GREATER PROFITS

Only **Grey-Rock** makes

**BALANCED BRAKSET LININGS**

GREY-ROCK DIVISION of Raybestos-Manhattan, Inc., MANHEIM, PA.

See your Grey-Rock jobber for  
**FACTORY-BONDED SHOE EXCHANGE**

It's the lining that counts

Every piece branded for your protection

Consistently advertised in the

**POST** and **Better Farming**



RAYBESTOS-MANHATTAN, INC., Brake Linings • Brake Blocks • Clutch Facings • Fan Belts • Industrial Rubber, Engineered Plastic, and Sintered Metal Products • Equipment • Asbestos Textiles • Packings • Abrasive and Diamond Wheels

Radiator Hose  
Rubber Covered  
Bowling Balls







While one service writer writes up an order, another is busy soliciting by phone. They work on percentage they write.

## SELLING--Top to Bottom

**They even made the wives happy while John Q. Husband was out beating the bushes at night. How well this program has worked is shown by the whopping increases in sales and service volume.**

**W**HAT makes an aggressive selling organization click?

One of Richmond's largest automobile dealers, Commonwealth Motors, Inc., thinks it has the answer. Commonwealth doubled sales volume the last six months of 1954 over '53 and increased labor sales 53% over 1953. Parts sales volume rose 30% during the corresponding period.

How was this job done?

Three factors, in addition to management, are responsible. Enthusiasm, advertising and, most important of all, incentives. Our entire management is extremely enthusiastic and directs sales activities with exuberance. Department heads are on the job at all times and we're open 24 hours a day.

The sales department is open until the last prospective buyer is gone, frequently 10:30 and 11

**By PARKER SNEAD**

**President, Commonwealth Motors, Inc. (Ford), Richmond, Va.**

p.m. It is a routine matter upon visiting our modern showrooms at night to see General Manager Walter Hall, New-Car Sales Manager Eddie Vaeth and Used-Car Sales Manager Dick Dixon each assisting a salesman to close those tougher deals.

About 60% of our weekday sales volume is done after 6 p.m. Some evenings when we close there are over 30 deals written on our big showroom scoreboard, which is well displayed for everyone to see. We're disappointed if at closing time there aren't 15 deals showing. This and things like it are indicative of our enthusiasm to do business.

We enjoy doing business, and the

customer enjoys doing business with us.

Advertising has contributed materially to the enthusiastic atmosphere in our place of business. We spend \$5,000 a month for advertising, radio, newspapers, direct mail, special promotions, etc., to name a few of the avenues used to focus the "car-buying eye" on us.

The major portion of our advertising dollar is spent on radio and newspapers. A well-known local "disc-jockey" handles all our radio time. He conducts his daily morning show in our showroom every Saturday, constantly plugging new and used cars, service, individual promotion items like 90-day or 4,000-mile written guarantee on used cars, free Yellow Cab service downtown when a car is left for servicing, or "Look for the Candy-Striped Poles." The light poles in front of the showroom and on



**President Parker Snead (right) goes over a proposed incentive pay plan with General Manager Walter Hall—a frequent step in sales strategy.**

the used-car lot are candy-striped like barber poles, up 30' in the air.

He features our finance office procedures right on the showroom floor and our 24-hour service enabling night owl transients and sales representatives who need their cars for daytime travel to get service in our shop.

Yes, sir! The advertising we do tells the man on the street what we're doing and he loves it. It all ties in with the enthusiasm discussed earlier. It's a catching attitude that can sweep through your entire organization.

Now for the incentives. The incentives keep our organization drive alive. They are the tangible recognition of a job well done. They are the key to increased productivity, better deals and more volume with profit. We've got incentives in every department for all employees and their department heads.

In the sales department we use the "washout" method of incentive compensation. Our 20 combination salesmen are paid 20% of the profit on new-car sales and 7% of the money difference on all used cars and trucks.

On new trucks they are paid 25% of the "washout". This is a good plan and top men earn \$1,200 to \$1,300 per month under it. We also furnish each man a demonstrator and push him for quantity demonstrations or testdrives daily. We keep things moving with extra promotions and daily sales meetings.

New men get an hour training meeting three times weekly.

We use everything in the book—dividing men into teams and awarding winners new sports coats, bonuses to top men, cash bonuses to salesmen selling slow-moving stock, cold approaches, postcards, personal messages on business cards.

But we work 'em 100%—every one of them. And they pay off with showroom traffic. We've got a big showroom and we like it to look like Grand Central Station, humming with activity. We have eight closing rooms besides the back seats of the automobiles and we like them all filled. They were, too, to the tune of 345 units sold in December and 309 in November.

We had a sales drive that included wives during August and

September. For every new car sold by a salesman, his wife would be awarded a gift certificate of \$10 per unit, maximum award \$50 if he sold five or more cars. This was rewarding to both company and salesmen since one month we gave \$1,000 in gift certificates to wives.

From Oct. 1 through Nov. 11 we had a special Christmas bonus to clean up on '54 models. A special bonus of \$10 was paid per unit and checks were made out to Mr. and Mrs. to be paid December 1. One salesman earned \$380 during the contest, another \$220, another \$210. About \$1,700 was paid out in the period.

All department heads were given a certain percentage of net profit before taxes, this percentage varying on a manager's position in the organization. This plan was considered a fair one.

It meant hard work, long hours, incessant drive. It included door-to-door canvassing in a workday that started at 8 in the morning and lasted sometimes till 9 and 10 in the evening. Our contest in gift certificates to the wives was merited compensation, for our men did not see their families evenings or Saturdays. Our men discovered one thing—the warm, friendly reception of residents and neighbors and tradespeople as they got around. They made many friends.

Our incentive pay plan extended to our service department. Our service writers are on a percentage of what they write per week. This percentage was increased up to 10% in addition to their base salary on service sales on each week's operation. Monthly earnings of service personnel increased by 30%.

Parts department personnel were given 2% on all parts sales over \$20,000 a month in addition to their base salary. This bonus of 2% was divided equally among the parts employees. With a rep-  
(Continued on page 100)



THIS VOLUME?

OR

YOUR  
SHOP

THIS?

# This Business of Service

By E. M. LOWERY  
Technical Editor

**T**HIS business of Service: Just where does it begin and end? "Service" begins with the first contact between the prospect and the "House," and many times ends entirely too soon because of the attitude of some "House" representatives unskilled and untrained in the importance of Customer Relations.

Just what can we in the Service Department do to improve those relations? Because of the fact that the attitude of everyone the customer sees or comes in contact with will affect his viewpoint toward the "House" and the Product, every employee *must* be made to realize the importance of customer good-will.

Good-will has been defined as "the disposition of a pleased customer to return to the place where he has been well treated." To accomplish this we must understand the customers and their viewpoints. And how much their viewpoints vary is brought out in the following excerpts from letters received in answer to service follow-up letters.

"Re-Home Town Motors

"Attn: Service Manager

"The enclosed letter is very good. I don't know whether or not it is a form letter, but it really is clever and I felt compelled to answer it.

"I am driving a '46—every day, and very happily so, which your service advisor told me was not worth fixing. In fact there was a \$5.80 charge for telling me this.

"The car was in your shop for a bearing and tune-up job. I was told the charge would be around \$90, so a contact was made with your credit department to allow

Ed Lowery is far more than a "technical editor." For years he has been directing a huge labor force of around 100 at Lander Motors, Inc., Dodge-Plymouth dealership at Atlanta which does more than ten million dollars volume every year. His service experience extends back two generations.

me to pay in three payments.

"Later in the day your man called me and said the crankshaft was bad, also the compression on some of the cylinders was so low that a tune-up job was impossible. I remarked that I should probably get a new car, and presently a salesman called me on the phone. I was interested, but he made no appointment, *was even casual*. I won't buy an automobile by phone.

"Later I had the car repaired in—for less than \$80, which was over \$100 less than quoted by your man on all the work. The car is performing better now than at any time since I have owned it. The dealer also allowed me to use a car while mine was being repaired.

"This is just one story. There are more, some of which concern other—shops, and I do not wish to bore you, but if it is at all possible to lift my impression, then I seek that earnestly.

"My present thinking is that these conditions stem from *bigness*, a lack of the personal approach

to problems of the individual which seem small to big business, but are paramount to the fellow with the problem.

"Again I must say that I appreciate the tone of your letter, and that my—is performing satisfactorily, even though a service man at your shop thought of having a new motor or even a new car, but a daughter in college and two more in high school require what, and more, a new car represents in my budget.

"Sincerely,

We lost his good-will. He won't be back for service and when he is ready to buy, he'll look elsewhere. (*Blame him?*)

This was one customer's viewpoint. When it came to repair service, he wanted to know all the angles and get a job that would run. But he knew what he wanted and we failed to deliver.

The following is a contrast:

"Home Town Motors

"Attn: Service Manager

"In reply to your inquiry as to why I haven't been in your service department for 120 days, I'll tell you briefly. I am a busy man. The last time I was in your shop, Mr. . . . , who always takes care of me, was talking to some guy who seemed to want to get a complete education in automotive engineering.

"After waiting TEN minutes I went down the street and got the repairs that I needed. I'm a busy man and can't waste time while your service advisors talk over problems with the owner of a 1936 model.

"Very truly yours,

(Continued on page 99)

# Brakes, Front-End Lead Shop Profit

**Body repairs also run high in reports of dealers and garagemen. Show 'em and sell 'em is being practiced by some operators.**

**B**RAKES, front-end and body repairs are at the head of the list of repair services bringing in the highest percentage of gross profit, a survey of 400 dealers and 400 garages last month indicated.

But there were exceptions galore, as one would suspect.

For example, Donald Cole of Cole's Auto Service, Pampa, Texas, listed valve work and commented:

"Four out of five Chevrolets, Fords and Plymouths need valve work on or at 25,000 miles or below."

Brake work was his next best source of profitable business. It also ran second for McGuire Motor Co. (Chrysler-Plymouth), Lamesa, Texas, but that firm's list was led off by gross profit from muffler and exhaust system generally, according to Manager C. J. Stuart.

The Dodge-Plymouth dealership at Santa Rosa, N. M., Young Motor Co., has found radiator repairing its best source of top gross profit in the shop.

L. O. Talley said Center Super Service averages six wheel-balancing jobs a day at Norfolk, Va. Lube work and shocks are his next most profitable source.

"We have sold four out of ten people shocks on the lube rack," he commented.

Orville Price, garageman at Emporia, Kan., listed brake repairs first and then generator and starter jobs. He has been able to beat flat rate on brakes.

"I like to do work like this," he said, "and there's more of this

work than other in our section."

Gordon Lucas reported that the paint and body department accounts for 50% of volume at Lucas Motor Co. (Dodge-Plymouth) at Ft. Sumner, N. M. Thirty per cent of his volume comes from the next most profitable work, engine overhauls.

Motor overhauls run first and front-end repairs second best at McEwen Motor Co. (Buick-Cadillac), Big Spring, Texas.

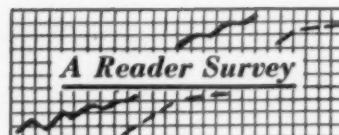
A Hudson dealer in Missouri found turning crankshaft journals his most profitable shop service. He gets \$12.50 for anything under 30 minutes and \$15 for one to one and a half hours.

His next best source is steam-cleaning motors. He gets \$3.50 to clean a motor in approximately 20 minutes.

Frame and alignment jobs are tops at Pringle Motor Service (Packard), Clarksburg, W. Va. That department runs 140% absorption—\$700 expense and an average of \$1,870 gross income monthly. Springs are the second best gross profit producer, including retempering, reset work and sales of new springs.

Said Paul Pringle:

"We have a spring department and furnace and all necessary equipment to make springs, main leaves and such repairs to springs as necessary to recondition. Sales of labor and steel average per month \$1,750 to \$2,000. Cost of labor averages \$750 and cost of gas for furnace averages \$90 a month. This plant or department



runs approximately 125% absorption.

"The service department mechanics in regular repairs run the department to about 84 to 87% absorption."

More and more shop operators, particularly independent garagemen, have wondered if they should continue with general repairs or specialize. For car dealers the problem has been one of maintaining stable labor and rotating mechanics through schools provided by factories.

Capital outlay has been a demand which has slowed some managers when it came to making the necessary decision. Last month one answer to this headache was offered by the Equipment and Tool Institute, whose membership comes from manufacturers of a wide assortment of shop equipment and tools.

Said the E.T.I.:

"Virtually all automotive maintenance establishments, whether franchised or independent, and both large and small, are fully aware of the profit possibilities and the gratifying results that can be obtained from their service facilities with up-to-date equipment and tools.

"They know that trying to get along without the devices they could use daily in their shops is not good business. It is comparable to a cook endeavoring to prepare food without a stove."

And then the announcement went on to call attention to the E.T.I. program advocating smaller cash down payments than have generally been used in the past and also lengthening the monthly installment period, particularly for sizable investments for equipment and tools.

Shops should conserve their working capital for current operations, rather than tying it up in fixed assets, and instead use the installment plan, it was pointed out. Then the receipts from jobs produced with the equipment and tools can help meet the monthly payments, the E.T.I. said.

Some manufacturers offer a fit-your-pocket variety of plans of financing such purchases.





The office employee at right was "caught" selling a new-car prospect a polish job. Employees even sell workers at cafes where they eat lunch.

## Shining Up Profits with Polish Jobs

**H**ow did a New Mexico dealership sell 678 polish jobs in three months for a gross profit of \$3,590?

The simple, truthful answer would be that the whole gang

pushed sales at Galles Motor Co., the Chevrolet, Oldsmobile and Cadillac dealership at Albuquerque, but there's more than just that.

The fact is that all employees—

not just in the shop—were encouraged in a financial way to promote this phase of business.

Noel Gardner, service manager, is a consistent winner of the polishing contest promoted by Cadillac. He started when the factory asked its dealers to begin promoting the job, and he's been at it ever since.

At the beginning Gardner worked on used cars—away from the firm's used-car lot. This was so he could have cars at his disposal for display purposes. His service salesmen were thus able to show prospects what the polish job could do for their car; they didn't have to rely on merely telling the car owner.

Every employee receives a flat \$2 commission for every polish job sold during the contest period. There is no contest within a contest, with first, second and third prizes.

"Such a set-up," commented Gardner, "has a tendency to bar those employees who have less opportunity to sell. Where others might be in a position to sell eight or ten jobs, some other employees might then figure they didn't stand a chance at winning a prize. They wouldn't even put up a fight in that case."

For the contest special checks are printed, complete with stubs. As soon as an employee sells a job, a check is made out in his name, countersigned by Gardner, and the employee takes it to the offices to be cashed at once.

(Continued on page 90)

Polish boy loads gun, which saves time on the job.



Working in pairs, one cleans and the other polishes.



# Repairmen: There's C-A-S-H

**T**HE C-A-S budget plan of financing repairs is helping jobbers over the entire United States to help all types of retail automotive service outlets to get shop business they otherwise might be afraid to touch because of some credit risk involved.

Approximately 250 cities now have this plan operating, while nearly 200 more have taken steps to open up the program. Around 2,000 parts wholesalers and 30,000 shop operators are using this simple plan to sell repairs, parts and accessories on a time-payment basis.

The Certified Automotive Service program is particularly in order when you consider that the age of the average car on our highways today is approximately a year higher than the average before World War II—about six and a half compared with around five and a half.

Shop volume over-all this year may range 10% above 1954's.

Let's pinpoint C-A-S into one city — El Paso, Texas — and see how it has been working.

With this generation's buying and paying routine geared to installment plans, there is nothing the garageman can do but go along with the trend. In El Paso the alert garagemen are doing just that — and without a heavy bank account.

Six months ago the C-A-S plan was introduced through the coop-

eration of the parts jobbers. Let's look at some of the negative angles before we get into the truly heartening side.

From what we could gather from different sources closely associated with the plan, it wasn't too clearly outlined at the beginning. Many garagemen evidently got more misinformation than information. This caused confusion up and down the line. And, too, many of those who signed up at the start are currently inactive.

"There were too many turn-downs," said one disgruntled subscriber. "The finance company will not even 'consider' a man in service without he wears four stripes, or better. And this is a military area!"

From another subscriber who is moderately active, we got this reaction:

"We have had some of the most absurd applicants apply. One drove in wanting a complete set of our top line tires . . . white side-walls, yet. The tires were worth more than the car. Given a choice, we would have torn up the credit application. But the applicant took it and mailed it in himself. Naturally it was turned down."

Too, as the plan was outlined at the beginning, there were to be frequent newspaper advertisements to acquaint and sell the public on the plan to seek out garages displaying the C-A-S

identification emblem. Complaints are that there has been no such advertising since the first month following introduction of the plan in this area.

The foregoing is the worst we heard. Now, on to view the opposite side of the picture.

Car Parts Depot, Inc. — we were tipped off — was active in this plan. So we went out to see Miles A. Pryor, general sales manager.

The records there showed that up to early last month 23 applications were hanging fire, 33 had been cleared and paid, and 39 applications had been rejected.

Out of the total of 95 applicants, almost one-half had been rejected. However, the records also showed that the contracts accepted had averaged better than \$150, or more than \$5,000 plus volume.

To get a more comprehensive idea, we went out with Mark Marcotte, an ace salesman of Car Parts Depot. We called on garagemen located in an area that depends almost entirely on military patronage.

Bob Major, who operates a combination service station and garage, reported that the plan had upped his dollar volume 25%.

"But," he qualified his statement, "We don't go after major overhauls. We are set up to handle brake and front-end work, tune-ups and small, quick jobs. As C-A-S will not handle paper un-

John Benham (right) explains the plan of arranging credit to a customer. Then they start the procedure for the customer to get credit on the repairs to be done.



After mechanics got into the job, they found radiator work needing to be done. The finance company authorized extra work; sometimes a customer will pay cash.



# in C-A-S

der \$50, we can't take full advantage of it. But when we do need their service, it is well worth having. We'll sign up again."

John Benham, who also operates a combination service station and garage, reported that the plan had stepped his dollar volume up some 33%.

"We have had to sell the plan," he said. "This finance deal has permitted us to take jobs that we otherwise would have had to turn down, as we couldn't have financed them ourselves and the customers couldn't have paid cash."

Benham has turned in applications that run as high as \$270. He has had no applicants turned down.

"You understand," he said, "this is all non-recourse paper. And, furthermore, C-A-S takes no lien on the car, nor personal property. This could be the small independent garagemen's salvation. Why try and abuse it by trying to ring in unsound credit risks?"

Cecil Roath, who operates an independent garage, reported C-A-S had increased his dollar volume by 50%.

"C-A-S," he said, "permits us to take on heavy jobs and auto-



Bob Major's shop is equipped only for tune-ups, brake and front-end jobs, but despite this limiting factor on his use of the plan C-A-S has upped his dollar volume by 25%. Here Mark Marcotte is tacking up the sign (as depicted in larger inset) which advertises his participation.

matic transmission work we couldn't take if we had to handle our own financing.

"The paper we turn in runs pretty high — \$150 and \$175. The profit is in these type jobs. We couldn't exist on small jobs. We have to have major jobs for there is not only a profit from labor, but there's the extra profit from parts

used in this kind of repair work."

Roath has had some sad experiences dealing with delinquents. So he fully appreciates the finance company's position. He holds no grief over its turning down questionable credit risks.

"Fact is," he went on, "I had a delinquent who came to me to  
(Continued on page 80)

Garageman Charles Briant picks up his check from bookkeeper at Car Parts Depot which has been issued earlier by local finance company's office. Happy, eh?



Instead of having his working capital charged out, the garageman is in a position to buy new equipment, which he is proceeding to do here from Marcotte.



## Behind-the-Scenes Story

# So Very Popular Today, Tubeless Almost Went Flat

By **WALTER J. STOWMAN**

Research Engineer, The B. F. Goodrich Co.

**L**IKE other great inventions, the successful tubeless tire overcame early jeers.

Cyrus McCormick had something in his reaper which people said would not work; Fulton's folly was a scream to people who knew ships had to be driven by wind or muscle power; and everybody, but the Wright Brothers, knew that men could not fly.

The tubeless tire is just another milestone in the field of motoring ease and safety:

1911—Cadillac introduced self starter.

1922—Solid tops replaced old-style touring car with drafty side curtains.

1924—Buick introduced four-wheel brakes.

1926—Stutz introduced laminated safety glass in windshields.

1937—Introduction of automatic transmission.

1951—Power brakes and power steering help make driving easier.

1955—Tubeless tire—the B. F. Goodrich invention — becomes standard equipment in 1955 models and ends the fear of blow-outs.

In 1943 the Army asked BFG to develop a truck tire that in combat service if tires were riddled with bullets would permit the vehicles to return to their home base

safely without the tires becoming flat.

We developed a tubeless combat tire, and although not very many were placed in service before the war ended, actual combat conditions in Africa proved they did the exacting job that the military had requested.

Frank Herzegh, the engineer who worked on the tubeless combat tire and who successfully engineered this product, requested permission to work, in his spare time, toward the development of a practical tubeless passenger tire.

He recognized, of course, that the tubeless combat tire was entirely too heavy and expensive for application to passenger-car rims, so he really had to begin all over again in developing a light, easily-applied product if it was to operate at high speeds on passenger cars.

One day Frank brought the general superintendent a product he felt represented what might be a successful passenger tubeless tire. After various technical people had looked over the product, it was evident that to really carry on the work necessary to perfect it would be quite an expensive move.

Before any large expenditure for further development and perfection of the product could be authorized, it would be necessary to consult with BFG sales executives as to whether or not there would be a market for a product of this type.

At the first meeting, outside of Frank's enthusiasm there was very little on the part of other engineers and the sales people. They stated it was hard to see where BFG was going to have a story that would cause the American public to suddenly want a tubeless tire.

(Continued on page 95)

### **The Photos:**

**Top:** Tire builder applying white sidewall to tubeless tire before it is removed from the drum.

**Middle:** Following removal, tire is inspected before going on to shaping and curing processes. The tire is assembled by placing cord fabric on a collapsible steel drum mounted on the building machine.

**At left:** Final inspection line at The B. F. Goodrich Co.





# Customer "Steam" Pays!

By C. Thomas

**H**ELPING the customer "let off steam" is one big reason why Everett Hilty Motors has been consistently ranging around 85% service absorption (the percentage of fixed expense covered by gross profit from all service and parts operations). You might say he makes "steam" pay off.

This Studebaker-Packard dealership at Carlsbad, N. M., has been doing this without a body shop, too.

Listen to Everett Hilty, who attributes his shop volume to a plan designed to retain old customers and efforts to obtain new ones:

"There are people who will start an argument knowing when they start that they have no chance of winning. They just argue for arguing's sake.

"Again, there are men who will start a fight with a man they couldn't possibly whip. But they take that first swing, regardless."

It is these types that Hilty deals with successfully.

Recently his shop completed a \$95 job for a customer. The customer refused to pay his bill. Right away Sales Manager Buddy Trice called on the man. There was no sensible grievance. The man just refused to pay. All there was left

## Photos, top to bottom:

Sales Manager Trice (coatless) goes to customer's home to run down grievance. He may make adjustment there.

If he can't, he brings customer to shop to talk with service manager.

The tough customers end up with Everett Hilty, who puts the monkey on their back rather than his.



One thing we've learned after talking with the servicemen at Everett Hilty Motors is that the job of wheel aligning and balancing on a car is a lot more complicated and difficult than we thought. There are five different adjustments needed in aligning a wheel, and there are two different categories of "unbalance" that must be corrected when a wheel is balanced. To make these adjustments properly, you need a thoroughly-trained serviceman, and you need some pretty complicated and expensive equipment. And, Everett Hilty Motors has both of those requirements. They have competent, experienced mechanics . . . and they have the finest equipment on the market. Don't trust the delicate jobs of wheel alignment and balancing to a "jack-of-all-trades" . . . take it to Hilty Motors for a dependable job. That's Everett Hilty Motors, your "downtown servicer," at 101 North Canal.

Now, Everett Hilty Motors offers a new advantage to customers of their service station. Hilty's is establishing a "follow-up" system to keep track of the service done on your car. Hilty's "service salesman" will notify you when it's time for an oil change or grease job. And when you take your car in, they'll follow the manufacturer's recommendations to the letter. They'll check your car carefully, and let you know of any mechanical difficulties that may be developing—so that you can have them corrected in time to prevent excessive repair bills. They won't just "peep" at the water level in your battery, they'll test it, to know for sure that it's in proper condition. Yet, for all these extras at Hilty's, you pay no more than you would for just ordinary service care. Put your car on a regular service schedule at Everett Hilty Motors, "your downtown servicer," at 101 North Canal Street.

A few minutes ago when we were talking about having Hilty Motors check the wheel alignment and balance on your car, we stressed the safety factor involved. Now, we'd like to stress the economy factor. You'd be surprised how a few dollars spent in having the alignment and balance of the wheels on your car adjusted, will pay off in longer tire-life, and less maintenance expenses on other parts of the car. And, you'll ride in greater comfort, too. There'll be much less vibration and "shaking up." Proper checking and adjusting of the wheel balance and alignment requires two essentials: the right equipment and well-trained servicemen. And Hilty Motors have both. Their mechanics are all competent, experienced men. And Hilty's garage is supplied with the finest equipment on the market. For safety, economy and riding comfort, take your car to Everett Hilty Motors, 101 North Canal, for wheel balancing and aligning.

On this page are reproduced the texts of some radio commercials which helped bring in shop volume. Mechanics were also publicized by radio.

for Trice to do was to invite the customer down and talk it over with the service manager. Maybe they could get together.

Confronted with the service manager, it was evident all the customer wanted was an argument. Hence, he was switched to Hilty.

All that Hilty asked, following the introduction, was, "What do you want us to do?"

Note there was no rehashing the argument. This was forestalled when Hilty threw the customer on the defensive by one simple question.

On the spur of the moment the customer blurted out that the bill was too high. He defended himself by adding that he, too, was a mechanic but at the time was working at something else.

"As a mechanic," Hilty asked without any heat in his voice, "what was your average hourly pay."

The customer answered.

"That's fair enough for me," said Hilty. "Let's settle the bill on that basis. How long would it take you to do that job?"

The customer, already softened up, did a little mental figuring. "At that rate, I might as well pay you

the bill." And he reached for his check book.

Hilty refused to accept the check.

"In your own mind, you'd always be dissatisfied. You would still have the thought in your mind we overcharged you."

The customer was at a loss for words to express himself. But he was agreeable to settle—without the burden being placed on him.

"We took 60% and marked the bill paid," said Hilty. "We didn't make any money. Neither did we lose any. And, by the way, that customer is still with us. And we've had no more trouble."

During this interview a customer came in for a seat-cover adjustment. A year and a half before he had bought an inexpensive set of seat covers. The customer's complaint was they were fraying out, not wearing out.

"What do you expect in the way of an adjustment?" Hilty asked.

"A new set of seat covers!" was the prompt reply.

That's all there was to that. The customer got a new set of seat covers, just for the asking.

"Unreasonable? Yes," said Hilty, "but that all goes with it. We have only been here a few short

years. We have established the reputation that we never argue over an adjustment. We let the customer make his own."

Seemingly this would be an expensive move. On the contrary, Hilty has yet to be confronted with the same unreasonable customer for the second time. By following this method, he has lost but a small percentage of customers. So he has gained over a period of time, not lost.

In running down the perverse grievances, Trice always takes the customer to the service manager first. There is a reason for this. The customer can not be led to believe that he has gone over the service manager's head. If that were the case, soon no one would have any respect for the service manager's position. He would be divested of his authority and responsibility.

#### He Can Give It Away!

"My men have a lot of leeway in making adjustments," Hilty concluded. "I just have the position where I can give my business away, if I want to. And it is my problem to deal with the characters—not my men."

"Going after new customers," said Hilty, "is a necessary thing. We can't rear back and hope word-of-mouth advertising will bring in enough volume to keep us going ahead. In this business you either go ahead or fall back. You don't stand still."

Hilty has found radio advertising most productive. From this media he gets immediate action.

When Hilty decides to build up a certain service, that's what he plugs.

"We do not plug brake service one day, front-end the next, and tune-ups the next. If we are plugging wheel aligning, we stay with it until we are satisfied with the response. Judging from the response, we know the next time what angle to feature."

As competition grows even keener in '55 than in '54 for the car-repair dollar, it's obvious that the shop operator with the greatest percentage number of customers to his area's potential will be the one standing in the best position to keep his books in the black.

Getting the customer to come back again and again with his vehicle, as proven by Everett Hilty, often is a simple matter of doing the natural thing—and smiling while you do it.

# ***We Help the Public to Crucify Us!***

**A long-time dealer sizes up shenanigans bothering the market today and pinpoints some rainbows showing up in the clouds.**

**By MAX McLAURIN\***

**McLaurin Sales Co. (Packard-Studebaker)  
Jackson, Miss.**



**T**HE public are just as content to pay the car dealer a profit as to crucify the dealer.

And, yet, under today's market conditions the public think they are stupid unless they can out-trade the dealers. This sounds like a contradictory statement, but let me give you an example of what I am talking about:

A well-to-do businessman of my acquaintance is a two-car family man. He doesn't let either car age more than a couple of years. He is well heeled financially.

A few days ago he started shopping around for a "deal." He was pleasantly surprised when the first dealer offered him \$1,800 allowance. It was still nicer when other dealers yanked their offering up to \$2,000. He was just about to okay the deal when another dealer called back to say he would go \$2,100. That really set this man to thinking, and he mentioned this latest offer to another dealer he had previously contacted. This dealer finally went to \$2,250 (with the proviso that certain equipment would be acceptable on the new car).

What happened after all this jockeying?

The prospect turned cold. If the market was in such an unstable condition, he said, perhaps he would do better to wait awhile. It seemed that no one really knew just what his old car was worth.

*\*The author is president of the Mississippi Automobile Dealers Association. He has spent his life in this industry, since leaving school in 1930. His heart has long been in used-car merchandising. For years he was a Hudson distributor and recently signed his Studebaker-Packard franchise.*

The prospect knew that the old car was in good condition, so why not keep it a little longer?

So, the dealers talked themselves out of the deal by failing to have established prices along any commonsense basis, such as you find in most other retail merchandising houses.

This man probably knew little about packs and overallowances. All he knew was that apparently the men who were supposed to know didn't exactly know what his old car was worth. So he's still waiting on the sidelines. He's a "shopper" who went cold under the market conditions.

Encouraging bogus deals will not help dealers to raise their community standing to the level formerly attained. Dealers are supposed to be a pillar of their home towns, and rightly they should be when you consider that the average dealer in this country today has an investment of more than \$100,000.

What is to be done about all this will rest, in many cases, with the dealers themselves in their trading area. They can't look for much in the way of outside help. Perhaps they're going to have to do what the dealers at Cleveland, Ohio, did.


According to my information, there the franchise holders got together and agreed that they would add exactly a third to the invoice cost of every car (new) sold in that metropolitan area. A \$2,700-invoice car would carry a price of \$3,600, which is a gross of 25%. The dealers agreed that they would stick to this realistic system of pricing. They felt that the public could be convinced that dealers were entitled to a fair profit the same as any other businessmen.

It is my opinion that this is going to be a better year than was 1954, but it will depend to a good extent on how we conduct our operations.

Cars sold now are going to be paid for, as I'm glad to see that finance companies are insisting on sticking to the NADA book values, with the result that over-financing is decreasing.

One of the big problems up to now has been that a prospect for a new or at least a better used car lacked an equity in his present car. That really made for a hum-dinger of a situation when you

*(Continued on page 84)*



## A Garage Operator Has Learned—

# "Automatics" Won't Bite!

**He should know, since half his shop volume today comes from this source. He tells how he got into this field.**

**By CECIL A. CUTLER**

**Owner, Ace's Auto Service, Colmar Manor, Md.**

**B**ACK in '46, as a mechanic for one of the large suburban dealers, I began repairing automatic transmissions. I had a general background in automotive repair, and on my own determined that I would learn to troubleshoot and repair this complex unit.

I learned the hard way. With no outside help I learned taking an automatic transmission apart, diagnosing trouble, reassembling it and testing it. I recall taking out one job eight times, putting 64 hours into it for which I was paid on a piecework basis of only 13 hours. I made many mistakes but I was bent on learning how to repair this unit.

For I was convinced then, and time has since shown, that the public would swing more and more to automatic transmissions, and that mechanics would have to learn how to repair them. I am more than convinced now that the independent garage that turns down this repair will not be able to hold out. Within ten years I don't think you will be able to find a single car with a gearshift lever on it.

After two years of study and experience with automatic trans-

missions in the shop—a good part of it on my own time—the dealer asked me whether I would be interested in going to a Hydra-Matic school in Lansing, Mich. I seized the opportunity, though I felt I already had a good deal of skill on my own. The two weeks' course helped me diagnose much faster than I was able to before taking the course, and how to go about a repair much faster.

In power flow we learned what each unit does at each step, and in oil flow what oil is going where, and what it does there. We spent about three days on power flow and oil flow, following this with the disassembling and reassembling of units during which the students would work in pairs.

Two men would take a unit apart and put it together again, and two others would take your reassembled unit apart and look for anything you had done wrong.

We spent about five days on the disassembling and reassembling of units, one day going through the Hydra-Matic plant in Detroit, and the remainder of the time road-testing and diagnosing different cars with defective automatic transmissions. We were graded on

how far we had to drive a car before we discovered what was wrong with it.

During the subsequent years as a mechanic, shop foreman and later service manager for the same dealer, my interest in automatic transmissions continued and grew, and I attended the two-day schools given locally each year on new developments and changes in automatic transmissions. In August, '50, when I went into business for myself, I made automatic transmission repair a vital part of my operation, and trained a man in Hydra-Matic, Dynaflo and PowerGlide.

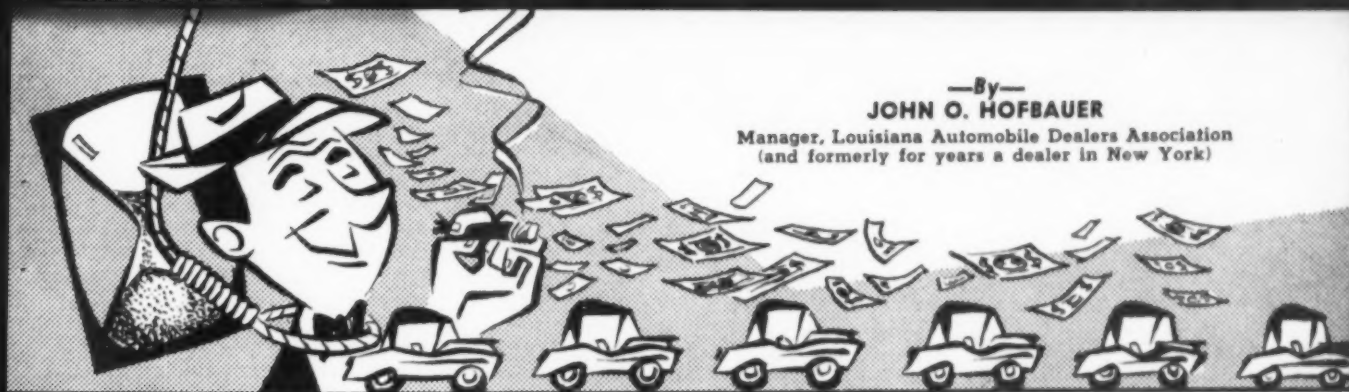
With an investment of \$400 in special tools basic to the repair of this unit, I turned to promoting this department by local newspaper, weekly county newspaper and in the classified telephone directory. We had cards printed up and gave them to customers.

Personal contact, we feel, brings a large share of the repair volume in this unit, now amounting in labor sales alone to \$2,000 a month.

When customers come by, we unfailingly inquire how their transmission is shifting. Many admit they do not know, and in such

*(Continued on page 82)*





—By—  
**JOHN O. HOFBAUER**

Manager, Louisiana Automobile Dealers Association  
(and formerly for years a dealer in New York)

## Rules for Being a Good Volume Dealer—for Awhile

1. Be sure you have a rich uncle or aunt.
2. Never doubt your destiny to be a motor tycoon.
3. Brook no suggestion that investigation or analysis of pretended optimistic facts or figures is necessary.
4. Always believe what you want to believe, especially what a factory road man tells you.
5. Always pick the most expensive salesroom in town. The tremendous increase in sales you will create will offset the high cost.
6. Always lean to the optimistic side of doubtful facts or figures. Didn't Henry Ford and others do so?
7. Speed is highly essential to a good start, so if you want to buy a building, don't wait for your attorney's report — just pay the price. This report can come later.
8. That manager who dropped in casually to tell you about the thousands of cars he sold in Maniac, Manitoba: Be sure to grab him before your competitor does. Make him sign a five-year contract. Anyway, you can always check up on him later.
9. Never believe your accountant if his report conflicts with the question of keeping up the zip of your sales department. Accountants can be wrong, you know.
10. If your sales manager and your star salesman get into a wrangle about sales your manager has rejected or criticized, be sure to keep in mind that it's the salesman who make the sales. Your manager should not try to be a watch dog of your profits. His job is to help salesmen make more sales. Besides, your bookkeeper will take care of the profits.
11. If your used-car manager wants more re-conditioning space, don't fall for this too quickly. See if he can't use the street or that empty lot next door. Anyway, most used-car re-conditioning can be done outdoors. The metalmen and painters can use gloves in the wintertime.
12. Never worry about an unbalanced new-car stock. Didn't your factory people say that a live dealer needs a good inventory for volume sales operation? *Don't forget you're a volume operator.*
13. If your sales manager wants to balance the new-car stock by deleting certain models from your next factory order, don't let him do it. The few extra cars you have can be sold to the bootlegger over the county line and at a \$25 per car profit. *It's no fault of yours if they show up in a friendly dealer's trade area.*
14. Always be sure you are on top of your business and remember, yours is a selling business. If a sales-

man gripes at the morning meetings about sales he has lost, why just pat him on the shoulder and say before all the others that you will see that the cause is removed. *That's sure to raise temperatures in everybody, the sales manager included.*

15. If your parts manager informs you that his stock of slow-moving parts is too heavy and that all future orders be stopped, keep the matter in mind, of course, but don't let this condition sour your relationship with the factory parts traveler. You know he has his instructions too, and what's a few thousand dollars more to the S.L.M. parts inventory anyway?

16. If your service manager wants to freshen up the service department with a new coat of paint, stop him, because this sort of things runs into money and besides, it's likely the customers wouldn't even notice a new paint job.

17. Be sure to drive your service salesmen every day, even between meetings. Tell them every customer can be sold twice as much as he needs. In that way, you will build your service absorption level and *your factory will be proud of you.* If an occasional customer gripes about his bill, make one of your new-car salesmen pacify him. *In that way, he will blame the salesman—not the service department.*

18. If your customers tell you they cannot reach your service department by phone—don't act hastily; maybe they phoned when you had those long distance calls to the factory for more cars. And, for heaven sakes, don't check on your phone service yourself because you may irritate your telephone operator or you may waste good time in trying to raise your place on the phone. *Better call after 6 p.m. when things are quiet.*

19. And remember, if you have all lavender-colored cars along about October, you can run them through your paint shop. Not many of your customers will know they are repaint jobs and those that do afterward complain can be adjusted by a generous cash settlement.

20. Last but not least, don't ever discuss your operating statement with any of the oldest and most experienced dealers in town or your banker. You never can tell, they might try to get your franchise. And, besides, you have now had two years' experience, so what can they tell you?

21. Oh! yes, don't—just don't—join your city, state or national automobile dealers' association. *They might learn something about you that you wouldn't like.*



The author (left) knows the importance of that driver.

## Why Today's New-Car Market Places the Monkey on Service's Back

By SCOTT W. HOLMAN, JR.

Service Manager, Crest Motor Co. (Ford), Atlanta, Ga.

**I**N THE past few months many of our new-car dealers find that the so-called buyer's market has returned and many of the methods that were adequate for the wartime and postwar years prove unwise and, in some cases, disastrous. All departments of a progressive agency must be on their toes more than ever before and aware of their responsibilities under the close competition that a plentiful supply of new cars has thrust upon them.

The service department in such a market has added responsibilities and very often will be the deciding factor in the prosperity or failure of the business. Old customers must be retained as the backbone of steady volume by fair and courteous service and at the same time the increased number of new cars sold can add valuable new customers if all units sold are prepared properly for delivery and every effort made to see that any difficulties found within the warranty period are promptly and efficiently repaired in accordance with the manufacturer's service policy. This is the crucial period

in the relationship between the owner and dealer and every effort should be made to see that the thrill of ownership is not dulled by improper handling of any complaints in the initial contacts of the customer and the service department.

The importance of correct delivery procedure cannot be over-emphasized, and there are several steps that every new-car salesman that desires repeat business should carefully follow to insure future satisfaction:

First, the owner should not be told to come for his new car until it has been carefully prepared and roadtested.

Second, the car should be clean to the point of sparkling.

Third, the salesman should road-test the car with the owner, explaining the operation of all accessories and explaining the break-in procedure.

Fourth, the salesman should then introduce the customer to the service manager whose duty it is to explain the warranty, show the customer the facilities maintained for proper maintenance of the car,

explain the free inspections and the time required for each, and point out the service entrance and the hours that the department is open. This last step takes a large burden from the salesman's shoulders and makes for fewer misunderstandings in future dealings.

Many of our present-day facilities are geared to the days of scarcity when only a few units were delivered each month and cannot therefore be expected to cope with the large volume of cars being sold by a sales force freed from the shackles of curtailed production. We must all look for expanded volume to maintain the same profit formerly yielded by a few cars, since the gross profit per new unit sold falls off due to price cutting and higher trade-in allowances. This means expansion of working space, equipment and personnel to permit speedy and thorough preparation of new cars for delivery as soon as they are received.

In this revived enthusiasm brought on by a free market, no one should lose sight of the importance of retaining old and established patrons. Often it is easy to

**The terrifically competitive car sales race sets definite patterns for the alert service manager to follow. Here one manager pictures the situation.**

slip into a bad attitude of taking their continued business for granted and overlooking the little courtesies that mean so much.

Our physical plants must be expanded to handle all phases of service with dispatch and efficiency and more careful selection and training of employees is indicated since they are the primary point of contact with the customer.

Outdated equipment must also be replaced and all mechanical aids used should be maintained carefully to turn out the largest possible volume with the least space and manhours.

Convenient entrances and exits should be provided to speed the traffic flow, and planned parking helps to utilize space to the best advantage under crowded conditions.

Another important responsibility  
(Continued on page 92)



Garageman George Burrier points to uneven wear on a tire and then explains to customer why a wheel-balancing job should be performed.



This shop believes balancing with hub and drum as a unit is best way.

## Look at Tires, Then Sell

**W**E HAVE had a 20% increase in wheel balancing and wheel alignment in the last six months of '54 over the first half of the year. This brings wheel balancing and alignment to approximately \$10,000 a year—a figure I expect to see increase steadily during '55 for a number of reasons.

People are driving at higher speeds. New cars are increasing their horsepower and, fortunately, drivers have become aware that higher speeds mean increased wear on tires. It seems to me people are much more conscious that bumping on a road will eat a piece out of a tire. When a driver brings his car in for gas, it is credible to him that tires are dipped, or if he needs new tires, he can see the necessity for a wheel-balancing job before he starts out on them. Hence, it's much easier for a garage to sell a wheel-balancing or wheel-alignment job today than at any time I can recall.

At Community Service Garage we are especially alert to the condition of tires.

When we repair a flat or change to snow tires, sell new tires or do a lubrication, or have a car in here for a minor or major repair, or when we are roadtesting for engine performance or just selling gas, we pay special attention to tires. We show the customer what is wrong

**By GEORGE BURRIER**  
Owner, Community Service Garage  
Merrifield, Va.

with his tires, let him feel them and explain to him what has caused a gouge or uneven wear. We recommend a wheel-balancing or wheel-alignment job in accordance with the type of wear on the tires, and explain why to customers.

This is what we tell them:

Wheels that are out of balance and alignment cause further tire wear, unstable steering and cause front-end parts like tie rod ends, kingpins and shock absorbers to wear out faster. A driver will get better mileage out of his tires if wheels are balanced.

We stress economy and lower maintenance bills to convince a customer he ought to have a needed job done. Safety comes in here too, for a car that has wobbly steering is a car that a driver does not have complete control of. Also, tires that have been dipped or gouged are not safe. Tires defective with a weak spot are subject to a blowout. An accident can be far more costly than the few minutes it takes to check into the condition of tires, or time to do a wheel-balancing job.

We had a customer come here

complaining about engine performance. When we roadtested the car, we observed vibration of the front-end at about 35 miles an hour. We told him his car was in need of a wheel-balancing job and proved it by showing him that the tires were cuffed on the inside. This uneven wear was causing a great deal of wear and tear to kingpins. When he agreed to the wheel balancing, we also checked for wheel alignment, and sold him that job too.

In another instance a customer came in for a brake adjustment, unaware that his tires were very unevenly worn. We inquired whether he did not notice a shimmy out of the front-end, and proved to him what we meant. We explained what caused it, and here too we sold a wheel-balancing and wheel-alignment job.

After we carry through these jobs, we tell the customer it is necessary to have this check-up from time to time because in almost eight cases out of ten that come in here, wheels are out of balance.

We now balance front wheels with hub and drum, that is, we believe it pays off to balance the entire unit. There are such big brake drums on cars today that a brake drum can be out of balance

(Continued on page 90)





Testing a car on the analyzer, co-partner Crowell pinpoints trouble and eliminates guesswork on jobs.

# Why Our Tune-Ups Jumped Up 50%

By **ALFRED D. CROWELL** and **FRANK UTERMÖHLEN**  
Co-Partners, Boyd's Garage, Silver Spring, Md.



Tune-ups increased by 50% over a six-month period when customer confidence increased by scientifically testing engines on an analyzer at this garage. Here Frank Utermöhlen is snapped as he checks a carb.

**A** CUSTOMER walked into our shop one recent week complaining that his car did not shift properly at standstill. His impression was that his automatic transmission needed servicing.

We gave it a roadtest and suspected there was something defective in carburetion. Checking by the various meters on our newly-purchased motor analyzer, we sold him a carburetor overhaul job that came to \$5.50, and his trouble was corrected.

We give this instance because it points up the two procedures that have jumped our tune-ups 50% in the last six months—roadtesting and checking on our testing equipment. We check practically all cars that come in here, taking them on the road for about ten minutes.

Our analyzer eliminates guesswork and pinpoints trouble for us.

The two tests have won us increased customer confidence, as we explain to them the why of roadtests and the dials. This has brought us much word-of-mouth promotion and has headed us for \$4,500 in tune-ups this year.

A customer came in here for a muffler and tailpipe, and we asked

him how his car was running. We offered to roadtest the car and check it by the analyzer. He was interested in the equipment and what it would point out, but we took him for a short ride first.

We noticed the car bucking up a hill, poor acceleration and faulty pump action in the carburetor. We explained that if these defects were taken care of, he would get better engine performance and save on gas mileage. This sale amounted to a complete tune-up (including carburetor cleaning, of course) and with parts came to \$21.

Any number of situations will come into the shop that will turn into a tune-up. One customer came in for a muffler. He said he burned out a muffler every three weeks. Believing this was due to poor carburetion, we installed the muffler but inquired whether he would not permit us to test by our analyzer. This resulted in a carburetor overhaul which with muffler and tailpipe came to \$16. That was four months ago. He still comes in but not with burned-out mufflers.

The first thing we do on the engine that is "missing" is check valves, take a compression check.

If a car is not charging, we tell a customer why and what has gone wrong.

A customer brought his car in for a fender repair and in dropping him off at his office, we noticed that the engine was idling rough. He complained that he had just had a tune-up, so we asked him to check back with us that evening after work. We found spark plugs installed that were not intended for that car, and showed the customer on our meters the difference in performance between the plugs that belonged and those that did not.

We use the analyzer even when we want to sell a coil. Putting it on the tester and letting the customer read the dial proves to him he is getting the correct coil. On a road-service call a customer who could not start his car told us that he had just had the engine tuned up. Lifting the hood we found a bad distributor cap, the wrong plugs and points for that particular car. Replacements came to a \$15 job, but also we won the customer's confidence when we showed him the difference between correct parts and substitutes.

(Continued on page 87)



# Dealer Leases Shop to Manager

By Ross L. Holman

**U**P TO 1954 Car Dealer Sewell H. Lowe made quite a bit of money in the sale of Chrysler and Plymouth cars, but he lost too much of it in the operation of his shop. Then he discovered a foot-loose mechanic by the name of Logan Brothers. They made a deal. Result: shop volume at Lowe's Motor Sales Co. has jumped 20%.

Before making this new connection Logan had been operating an independent garage on the other side of Murfreesboro, Tenn., in which both he and Lowe's car agency were located. He was doing well, but a new road right-of-way crept right through Logan's place of business and messed up his plans.

Lowe thought the resulting deal would be a happy solution for hundreds of other car agencies finding it difficult to operate both their sales and service departments at a profit.

"Not only them," said Lowe, "but the dealers who insist they are making money out of both the shop and showroom. They could probably make just as much over-all profit by concentrating all effort on sales alone if they could unload the responsibility of shop management on someone else's shoulder as I've done."

And that's just what Lowe did. Shop Manager Logan Brothers, in return for certain services to Lowe's sales department, gets all the gross service revenue. It's all his. He has to keep his own books on it, pay his mechanics out of it, buy the essential repair parts, pay other shop expenses, and if the shop loses money, it is Logan's loss. If it returns a profit it is his.

"That explains it," said Lowe. "Logan knows he is on his own. He knows if he gets any take-home pay out of that shop he will have to get it out of his own initiative, and the more he puts into it for me and him, the more we will get out of it. I furnish the shop, the tools and pay all the shop overhead. He has no capital of his own tied up."

Up to a year or so ago Lowe's previous shop managers worked on salary. But even a good manager who has no direct stake in wheth-



Top: Despite the fact this dealer (center) has left management of the shop completely in the hands of Logan Brothers (right), he still frequently contacts service customers up front and takes them back to the shop to discuss with Brothers the repairs needed. Above: Dealer Lowe turns over to Brothers some service money collected for him in the showroom. Logan keeps his own shop books and pays mechanics himself.

er the shop makes or doesn't make a profit can't be as aggressive as one who knows that the next dollar of profit — or loss — is his.

The deal stipulates that Logan must carry out the 90-day free servicing on new cars sold by Lowe Motor Sales. This is gratis service done by mechanics Lowe no longer has to pay.

Lowe sells the shop all repair parts. The 20% pick-up in service volume since the deal was made has meant a proportionate increase in the sale of parts. Lowe sells Logan all parts at a discount, but at a profit to himself.

Since making this new arrangement Lowe now takes the time and effort he once spent on looking after the shop and concentrates on front-office sales. As a result, sales volume for 1954 was far ahead of

the previous year, not only in new- and used-car sales, but accessories, parts and related items.

"I wouldn't venture to say how much of the new sales volume is due to being relieved of servicing responsibility or how much is due to the better new models that Chrysler is putting out," explained Lowe, "but I know the new arrangement had a lot to do with it."

Lowe no longer spends any money keeping the books on shop servicing. It is now Logan's job. That is a real saving. It is Logan's responsibility to collect all service accounts and see that they are all safe credit risks. Although Lowe Motor Sales Co. is still nominally the contacting party with the public for all service business, Logan

(Continued on page 86)



## SOUTHERN JOBBERS and FACTORY MEN

# SE Show Being Keyed to Changes

**W**HEN President Eisenhower's chief economic adviser spoke out so warmly about the South five weeks ago, he probably gave as good a reason as I can think of as to why the Southeast Automotive Show this year is so important and why it's important for every automotive man to plan on attending.

Dr. Arthur F. Burns of Columbia University, chairman of the council of economic advisers to the president, told **SOUTHERN AUTOMOTIVE JOURNAL**:

"The development of the Southern economy is perhaps the most important factor in the economy (of the nation) in the last 15 years.

"How far the trend will go I do not know, but I certainly expect the trend to continue."

His remarks were an amplification of his statement before 4,000 car dealers in Chicago that "the South is industrializing rapidly."

The Southeast Automotive Show, to be held at Lakewood



By **MAX A. HAYES**

Pres., Southeast Automotive Show  
and Pres., Hayes & Hopson, Inc.  
Asheville, N. C.

Park in Atlanta April 28-30, is being keyed to what Dr. Burns is recognizing in this statement. At times we wonder if our own people in the South take time out to see the great changes coming over our land.

All but 32 of the 354 exhibit spaces had been filled when this drawing had been concluded at Atlanta Feb. 21, with 176 manufacturers assigned 322 booth areas. Remaining booths were expected to be long sold out before show time. Only a few factory men can be seen in this photograph. At the table are these show officials (l. to r.): Harry Gee, secretary; Max A. Hayes, president; Foster B. Steward, manager; W. E. Fike, second vice-president, and Henry S. Clark, who is a director.



Accept this economist's words for the chief significance you can read from them: The per capita income down here is rising fast — far greater rate than for the nation as a whole.

The gross sales of every automotive outlet with live-wire management are bound to climb as our economic position continues to move upward. The problem then can become one mainly of operating in a fashion to assure the greatest net income.

This show is the spot for wholesalers, dealers and garagemen to visit with such thoughts in their minds.

There will be on display tens of thousands of dollars worth of equipment, parts, chemicals and accessories which oftentimes can spell out the added volume to shove the net above the crucial break-even point.

Staffing the scores of booths will be some of the top executive personnel from the wide variety of factories — men who can answer any conceivable question about the products and trained to counsel with visitors on how the products can be best put to use in a dealer or garageman's operation.

These manufacturers come from every section of the United States. They are spending huge sums to promote their products in this fashion, knowing from past experience the value of contacting the trade directly on such occasions.

One of my own best car dealer accounts taught me a lesson when this show was held in Atlanta several years ago. We arranged for his visit because he is a keen believer in modern equipment. He entered the show full of enthusiasm — and with his check book ready for action (according to his own statement).

Some hours later he was a dis-



Walker Manufacturing Co. of Wisconsin has appointed John L. Engels (top), former vice-president in charge of wholesale sales, to the newly-created position of vice-president and general sales manager, consolidating all sales divisions and subsidiaries under his direction. T. Faxon Hall continues as vice-president of merchandising and public relations. Wayne E. Rapp (bottom), former district manager of Minneapolis, is now sales manager of the wholesale division, and Robert E. Archer, who was manager of filter sales, has been made field sales manager. William Jaspersen, former Chicago district manager, was elevated to sales manager of the original equipment division.

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This year we feel this situation has been remedied to a great extent. The variety of products to be on display will indeed be great.

The service market in 1955 may be expected to rise as much as 10% above 1954. With that expectation facing all of us, it will be a wise jobber who arranges for as large a party as possible to come to the show.

With more than 300 firms, counting branch stores, backing this show as sponsoring jobbers, we hold high hopes for setting a new record of interest. The record

volume of aftermarket business which should be chalked up this year should be the stick to stir all of us to attend and take full advantage of all the show offers.

Preliminaries to the three-day show, which runs from Thursday through Saturday, will be a Wednesday morning session for wholesalers conducted by National Standard Parts Association and a Wednesday afternoon meeting led by Motor and Equipment Wholesalers Association.

A cocktail party, sponsored by Southeastern Booster clubs, will follow. Final event that day will be a "dutch" banquet. These events will be restricted to jobbers and all factory men.

### L. H. Clampit to Retire From Gates Rubber

**L.** H. CLAMPIT, Dallas, Texas, who for the past 32 years has been Southwest zone manager for the sales division of Gates Rubber Co., will retire April 1 following the Southwest Automotive Show and will be associated with Bill Dooley, Panhandle Trim Supply Co., Amarillo, Texas, after May 1.

He has been in charge of distribution and administering Gates policies in Kansas, Missouri, Oklahoma, Tennessee, Arkansas, Louisiana and Mississippi, western Alabama, eastern New Mexico and Texas. Les Wright, now district manager in the Fort Worth-Dallas area, will assume the duties of zone manager in Texas, Arkansas, Louisiana and Mississippi.

Clampit has reached the compulsory retirement age of 65.

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The meeting will be held at 2 p.m., on Wednesday, March 30, in the Gunter Hotel. "A variety of important matters are scheduled for discussion," Morris said.

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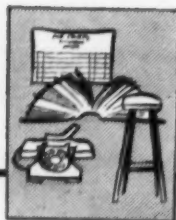
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### Bermuda Convention Trip Proposed by Carolinians

**A** NOVEMBER convention cruise to Bermuda has been proposed to members of the North Carolina Automotive Wholesalers Association and final decision will be forthcoming at the March 16 board of directors meeting at Winston-Salem, Jesse F. Jones, executive secretary, disclosed.

"So far our members have been in favor of it by a ratio of about two to one," Jones said. "Our members, together with a few manufacturer's representatives, have already indicated that a total of 115 persons would take the convention cruise."

"U. S. Tires have been added to our line," Chas. F. O'Reilly, vice-president-general manager, Link Motor Supply Co., Springfield, Mo., announced.



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## Oklahomans Agree on Group Name And Elect Two More Directors

**M**EETING in Oklahoma City for the second time in slightly more than a month, Oklahoma wholesalers took additional steps toward final perfection of their new organization when they gathered in the Black Hotel Feb. 26.

With President Joe Owens of the Owens Supply Co., Enid, presiding, 45 jobbers present approved an emblem and agreed on a name—Automotive Wholesalers of Oklahoma.

Then they proceeded to elect two additional directors to represent two more state districts, making a total of 11 instead of nine. Oklahoma and Tulsa counties, which contain the state's two principal cities, will each constitute a district, thus leaving nine rural districts.

The new directors are Guy Young of the Central Auto Parts, McAlester, and Woodrow Painter, Standard Auto Parts, Miami.

Six of the 11 directors have been elected for one-year terms, while the other five were named for two years. Henceforth the board will be filled by election of two-year terms.

Officers and directors previously elected are:

Vice-President, Sid Revis, Standard Parts, Tulsa; secretary-

treasurer, Vernon Kleier, Ponca Automotive, Ponca City.

Directors: Paul Dickinson, Auto Electric Sales and Service, Ardmore; Ben Leva, Ben Leva Auto Supply, Lawton; Jim Duncan, Hank's Auto Supply, Cherokee; Jim McGinn, McGinn Auto Supply, Elk City; Al O'Connor, Agnew Auto Parts, Oklahoma City; Bobby Thompson, Ada Auto Supply, Ada.

At a meeting of the directors in Oklahoma City on Feb. 12, 200 invitations were authorized for the Feb. 26 meeting.

The association has not yet acted on establishment of a headquarters, group business being handled by the officers at their respective offices. There was no announcement of a date for the next meeting.

## Tennesseans Will Hear Speaker on Credits

**"W**HOLESALE'S Credits under Present Conditions" will be discussed by Norvell Williams, head of the automotive department of the First American Bank, Nashville, at the second annual convention of the Automotive Wholesalers Association of Tennessee at the Andrew Jackson Hotel

in Nashville March 20-22.

Executive Secretary Keith Broyles also announced these additional speakers:

L. V. "Bill" Williams, field secretary of National Standard Parts Association, who will speak on "Automotive Instruction in Our Schools;" Nathan M. Roberts, executive secretary of the Automotive Wholesalers' Association of Alabama, "Program Development



President Moody

in State Associations;" J. J. Dolan, attorney of the Tennessee Safety Department, who will cover safety activities and what his listeners can do in the cause of safety; B. W. "Whit" Ruark, general manager of MEWA, "The New Look in Wholesaling," and William C. "Bill" Herbert, editor of SOUTHERN AUTOMOTIVE JOURNAL, "The Jobbers' Role in the Current Movement toward Garagemen's Associations."

Sam A. Ladd of Chicago, president of Boosters International, and Carl W. Sharp of Cleveland, Ohio, president of Automotive Affiliated Representatives, have also been invited to speak.

The program will open with an "open house" and fellowship period at 3 p.m. Sunday, March 20. In addition to the addresses, the Monday agenda will include a luncheon, a cocktail hour as guests of Volunteer Booster Club B-44, Nashville, a banquet and entertainment.

All parties interested in the aftermarket, including all factory men, are invited to participate in activities these first two days, Broyles emphasized.

The concluding Tuesday morning program will be a closed business session for members.

A meeting of directors and newly-elected members will be held at 7 p.m. Sunday.



"Sir, I guarantee that choking and coughing will stop if you pour a few quarts of anti-freeze into 'er."

# Huge SW Show Opens March 31

**F**OR the 12th time in the past 17 years, the Southwest Automotive Show opens its doors on March 31 for a four-day run in San Antonio, Texas, in the Bexar (pronounced Bear) County Coliseum and an adjoining building to the rear.

Demand for exhibition space forced an expansion in January by addition of 51 booths in the second building. Although the Coliseum proper housed the show on its only previous appearance in San Antonio, alteration of the interior of the building made some reduction in space.

By mid-February it was indicated by the show office in Dallas that 206 manufacturers will be represented by exhibits and personnel, 171 of them in the main building, 35 in the annex. They will occupy a total of 366 booths — 315 in the main building.



**By Baron Creager**  
Southwestern Editor

A list of 280 sponsors, all of these parent stores, had been signed at the same time, but it was quite possible this list would swell well beyond 300 before show time.

As in the past this edition of the show will attract the usual three organizational side-shows, but this year there is an extra feature.

MEWA, with headquarters in the Gunter Hotel, and NSPA, in

the Plaza Hotel, will hold regional meetings on March 30 before the show opens. The Southwest group of AAR will also hold a meeting. The new feature is the spring convention of the Independent Garagemen of Texas, scheduled for April 1, 2 and

3 at the Bluebonnet Hotel in San Antonio.

Meanwhile, Booster clubs of the area have pooled their energies in an effort to make the San Antonio visit entertaining and informative for wives of show participants. Booster clubs B-4 of Dallas, B-30 of Houston, B-37 of Oklahoma City and B-46 of Lubbock will jointly sponsor a headquarters room in the St. Anthony Hotel. Wives of Booster members will be present to entertain visiting ladies during the show days.

(Continued on page 141)

At right: Show President Elmer Miller of San Antonio and (extreme right) W. W. Whitis of Victoria, Texas, who is chairman of the show committee. Below (l. to r.) are: Harry Spear of San Antonio, first vice-president; W. F. Barbee of Little Rock, Ark., second vice-president; Walter Frazier of Dallas and C. H. Mountjoy of San Antonio, members of show committee. The Coliseum, pictured above, housed the show when it was held once before in San Antonio, but this month an annex will accommodate 51 exhibit spaces.





## SERVICE and MAINTENANCE

# Don't Ever Be Overbearing with Bearings

By E. M. Lowery  
Technical Editor

ONE of the toughest problems of the automotive repairman is that of explaining why this or that part gave trouble.

This is particularly true in the case of engine bearings. In practically all bearing replacement jobs, the owners want to know

why. And it's usually difficult to give a satisfactory answer because they most always precede their question with statements such as:

"You've serviced the car regularly, no one else has ever touched it."

"There was plenty of oil in the engine and I always use the very best."

"I just had the oil changed."

"I wasn't driving over 50 miles an hour."

"Bearings should last longer

than a mere 60,000 miles."

It is amazing what they will call a premature failure. Engine bearings, like all automotive parts, are designed and manufactured to give normal service, which means many thousands of miles.

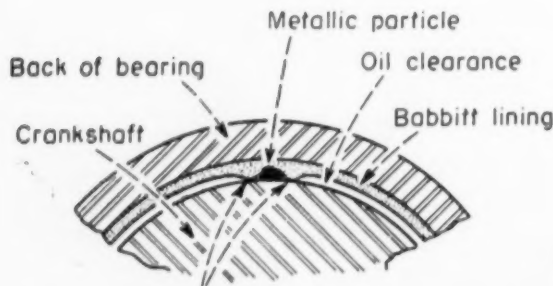
Practically all engine bearing failures can be attributed to causes entirely foreign to the bearing itself. And in most cases the failure

When this happens, the driver wants to know why. There is an answer.

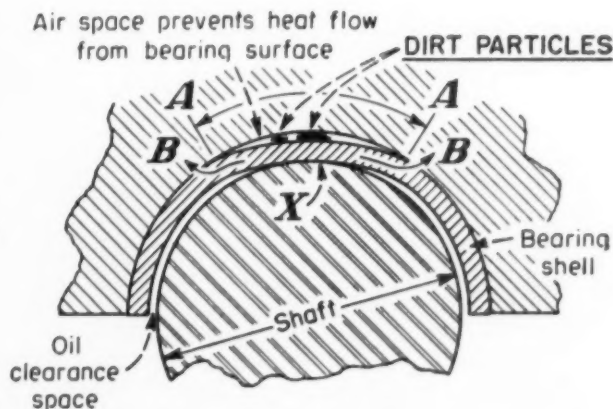


Illustrations courtesy of Federal-Mogul Corp., Detroit, Mich.

Below: Fig. 1—Diagram of metallic particle embedded in bearing babbitt lining. Right: Fig. 2—Dirt particles between bearing back and crankcase bore.



Babbitt displaced by particle and raised up around it, greatly reducing or destroying the oil clearance locally



Dirt particles between bearing back and crankcase bore



is caused by human error during the bearing installation and/or lack of maintenance.

One of the greatest errors that repairmen make is that of replacing a part without determining the cause of its failure. This is often true where engine bearings are concerned. When an engine bearing fails in service, the cause of failure should be found and corrected in order to prevent a recurrence.

Probably the most common cause of bearing failure is dirt and foreign metallic particles which some way get into the crankcase (usually the result of improper precaution at the time of an engine repair). These foreign particles are violent enemies of engine bearings and are sure to cause premature bearing failure. Therefore, the repairman should exercise great care with regard to cleanliness when making any internal engine repair.

#### Filters Are Efficient

Today's air filters are highly efficient, yet they cannot completely eliminate the entrance of contaminated air into the intake manifold. Foreign particles contained in this air will eventually find their way into the engine oil supply. There is always the possibility that these particles may reach the engine bearings before they are "picked up" by the oil pump intake screen or the oil filter.

When they reach the bearing they may become embedded in the bearing as shown in Fig. 1.

When the bearing becomes coated with hard particles such as iron, sand or carbon, it, in a measure, becomes a grinding wheel and immediately starts reducing the diameter of the crankshaft. This action creates new metallic contamination of the oil and eventually the bearings and the shaft have to be replaced.

Fig. 2 illustrates a very common cause of bearing failure—that of dirt particles between the bearing back and the crankcase bore. This condition can only be attributed to carelessness on the part of the repairman.

We know that the rotation of the crankshaft in its bearing causes friction, friction causes heat and excess heat is a major cause of bearing failure. Heat thus created in a bearing is carried away by the lubricating oil and by conduction through the bearing wall to the cooler parts of the cylinder block or connecting rod.

Therefore the bearing back must



Technical Editor Lowery

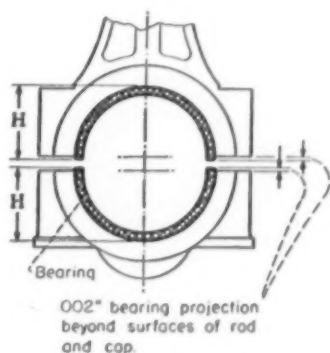
have perfect contact with block or rod, otherwise the flow of heat from the bearing will be interfered with or stopped completely. This results in excessive heat build-up and bearing failure.

To obtain perfect contact between the bearing back and its seat, insert type bearings are made with the height dimension "H" slightly greater than the height of the half bore in block or rod as illustrated in Fig. 3. The bearing thus projects beyond the rod, block and cap.

When the caps are bolted down, these projecting bearing faces are squeezed in and the equivalent of a press fit is obtained which firmly seats the bearing and insures proper heat conductivity. The mechanic should never file down these projections. Also, the bearing caps must not be filed; to do so would cause the bearings to buckle or bulge as illustrated in Fig. 4.

The amount by which the height of a pair of bearings exceeds the bore diameter in which they are

Fig. 3—Fit of bearing in housing allows a slight projection or "crush."



assembled is called "crush" and the exact amount of "crush" depends on the length and wall thickness of the bearing. The amount of "crush" is determined by the engine and bearing manufacturers.

Filing the caps will increase the "crush" and result in premature bearing failure.

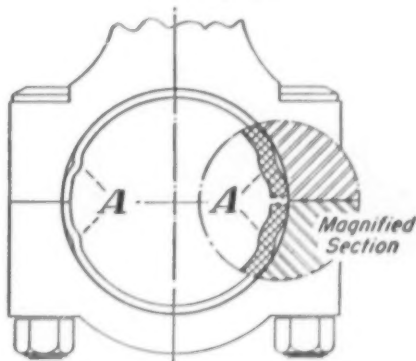
Fig. 5 illustrates another common cause of connecting rod bearing failure—the misalignment of the connecting rod. The symptom of this condition is the cracking up of bearing lining at opposite ends of the upper and lower shells as at "A" and "B", and heavy wear or scoring on the piston surface as at "C" and "D". The location of the heavy pressure areas may be reversed, depending upon which direction the rod is bent.

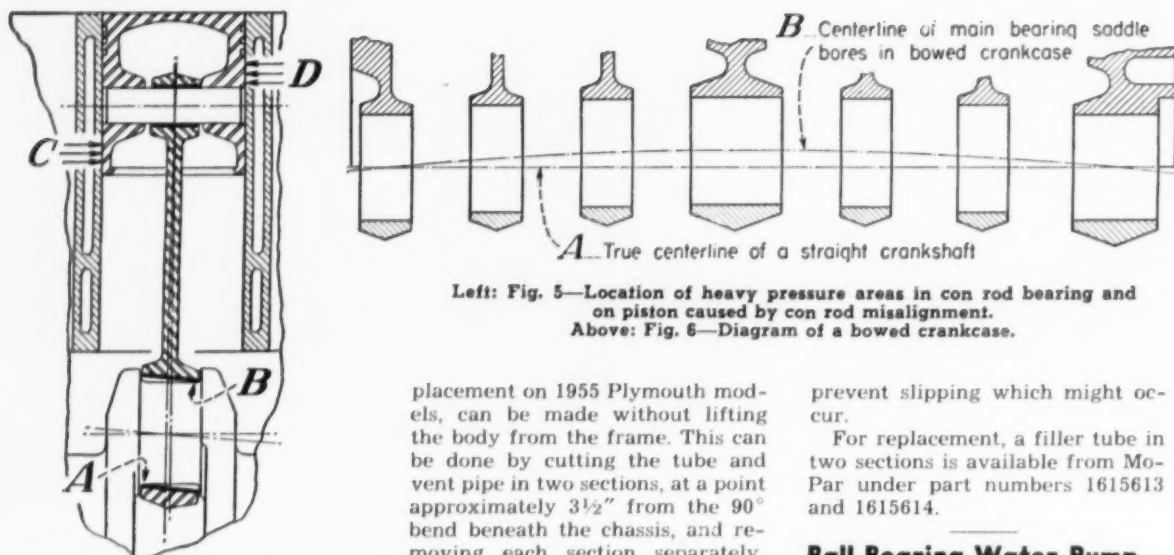
Rod alignment should always be "checked" when doing an engine bearing job.

Another cause of bearing failure which may be attributed to incorrect installation is that of shifted or distorted bearing caps. If the socket which is used to tighten the bearing caps is too large, it may crowd against the cap, causing it to shift or distort. This will cause heavy pressure areas near the parting lines on opposite sides of the bearing surface. Improper tightening or torquing may cause the same condition.

On engines which have seen considerable service, the bearing seats may be found to be out of round, particularly the connecting rod bearing seats; this is brought about by loading and flexing. In such cases the replacement insert when installed will conform to the shape of the seats, resulting in out-of-round bearing surfaces, causing binding, excessive pressure and premature bearing failure.

Fig. 4—Wall buckle or bulge of bearing is caused by excessive "crush."





Left: Fig. 5—Location of heavy pressure areas in con rod bearing and on piston caused by con rod misalignment.  
Above: Fig. 6—Diagram of a bowed crankcase.

Also on an engine which has seen considerable service we may find a bowed crankcase, causing misalignment of the main bearing bores as illustrated in Fig. 6. This condition is usually caused by the continued heating and cooling of the cylinder block. About the only cure for this condition is to install a set of undersize main bearings and line bore to the correct size. Installation of new bearing alone will not correct the condition and will only result in premature bearing failure.

We've listed some of the many causes of engine bearing failure. When an engine bearing does not render its normal service of many thousands of miles, in most cases the cause will be from improper installation or improper maintenance. But, when bearings fail, the cause must be determined and corrected before other bearings are installed, otherwise the failure will repeat itself.

We believe that lack of cleanliness during installation and failure to properly service the crankcase, the oil filter and the air cleaners are the greatest enemies of engine bearings.

Don't be "overbearing"!

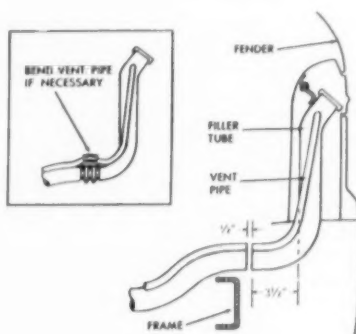
### To Remove '55 Plymouth Fuel Tank Filler Tube

**T**HE following information on removal of a 1955 Plymouth fuel tank filler tube appeared in a recent *Plymouth Product Information News*:

Removal of the L-shaped fuel tank filler tube, for repair or re-

placement on 1955 Plymouth models, can be made without lifting the body from the frame. This can be done by cutting the tube and vent pipe in two sections, at a point approximately 3½" from the 90° bend beneath the chassis, and removing each section separately. (Accompanying illustration shows connecting hoses and clamps permit re-use of filler tube and vent pipe.)

To reconnect the two sections, use three inches of part number



734749 rubber hose and two clamps, part number 870469 for the filler tube; use part number 1619755 rubber hose for the vent pipe.

Install the lower section in the fuel tank; connect the 3" to the upper section and install in the quarter panel. Then fasten the two sections together. There should be ½" clearance between the two sections to prevent metal contact, which can cause noise. Clamps should also be well tightened to

prevent slipping which might occur.

For replacement, a filler tube in two sections is available from MoPar under part numbers 1615613 and 1615614.

### Ball-Bearing Water Pump For Plymouth V-8's

**T**HIS description of a self-lubricating water pump for Plymouth Hy-Fire V-8 engines appeared in a recent *Plymouth Product Information News*:

A new ball-bearing water pump entered production recently on all Hy-Fire V-8 engines. This is a pre-lubricated-type pump which has no lubrication fitting on the housing as do previous V-8's or the current PowerFlow 6 engine.

A hole is located on the underside of the pump housing for water drainage.

### Associates Investment Ups Net 16% in 1954

**A**SSOCIATES Investment Co.'s consolidated net earnings increased 16% from \$13,504,062 in 1953 to \$15,679,790 in 1954, Robert L. Oare, board chairman, said.

Total finance volume was \$1,058,501,445, the third consecutive year for an excess of a billion dollars. Earnings were equal to \$4.85 a share on 3,125,472 shares of common stock outstanding, compared with \$4.19 a share in 1953.

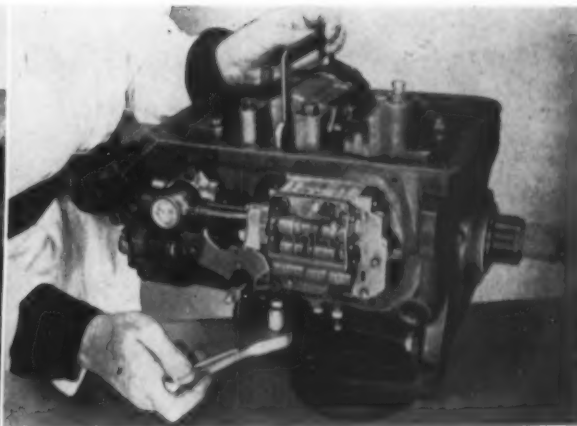
Net earnings before federal income taxes were \$30,479,790 compared with \$28,654,062 the previous year.

### April: The Shop and Safety

Roads are slowly being improved as the total number of motor vehicles mount. How about the shop and safety? Next month Ed Lowery will give some pointers on that.



The pressure checking gauge provides a means for diagnosis with transmission in the car. With oil at normal operating temperature, the pressure check can locate faulty operation of oil pumps, valves or internal leakage by noting main line oil pressure.



Rear servo gauge is necessary to properly adjust the rear band with oil pan removed, transmission either in the car or on bench. With rear band centered on the drum, turn adjusting screw until actuating lever contacts the face of the gauge.

## *Increase Your Take on "Automatic" Jobs by* **Using the Proper Tools**

**N**OBODY knows better than the manufacturer's service engineers that when their product hits the field, various and sundry mechanics will find various and sundry methods of short-cutting the recommended service procedures.

About all they can do about it is to make the unit as fool-proof as

**By E. S. Harris**

possible, make the recommendations for techniques and tools as simple as they can, and then hope that the short-cuts which are sure to come will not ruin the device and their reputation.

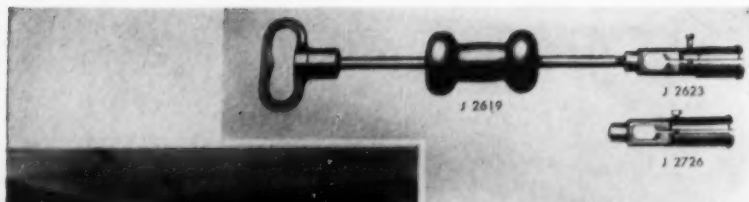
Also with the pan removed or with transmission on bench, the front servo gauge is used to adjust front band. Gauge is used to properly locate piston in front servo, after pipe plug is removed from body.

With some make and model exceptions, the servo band adjuster can be used for external adjustment of the servo bands, where otherwise the oil pan would have to be removed to make the correction.

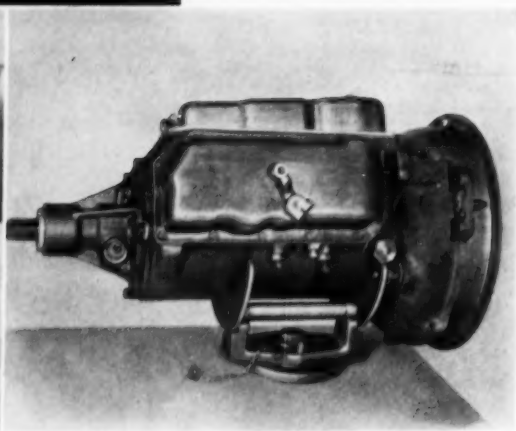
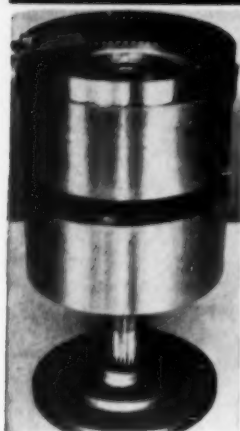
This was demonstrated recently to an independent service operator who decided that the trend to automatic transmissions was so certain and general he'd better get into the swim himself. His work orders showed him that in years past his revenue stemmed for a great part from clutch and standard trans-

After linkage adjustments have been made, the throttle lever bending tool can adjust the lever to conform without having to remove it from the shaft and without danger of damaging internal parts.





While it simplifies the removal of extension housing oil seal on any application, the extension housing oil seal remover and slide hammer can save removing the transmission from car on types using a long tunnel in the frame.



Left: They may look like part of the unit, but don't try to get them in the transmission case during reassembly. At the top we have the rear clutch hub retainer bracket bolted to the carrier to retain the clutch discs in place for you. At the bottom the front planet carrier holder is bolted to the bench to position the job. Right: A mechanic can overhaul a Hydra-Matic by rolling it all over the floor and bench if he knows all the best wrestling holds and is in the best physical condition, but it is quicker and easier if a transmission holding stand is used!

mission repairs.

If clutch and transmissions were going to be replaced by automatic drives, he'd better be ready to maintain the automatic jobs. Since

Hydra-Matic drives seemed to be the oldest and most prevalent, he'd give them his first attention and follow up on the others later.

So he took some time off and

made a circuit of all the dealers and independents he knew were servicing Hydra-Matic regularly. From them he'd learn what tools and know-how he'd need and locate the necessary manuals.

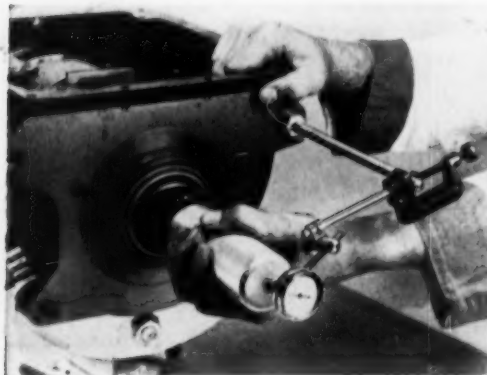
At his first dealership stop he picked up the complete list of special tools and gauges necessary to properly service the models of the drive in most general service. Then as he went from mechanic to mechanic all the way up gasoline alley he presented the list for their recommendation.

Later, he laughingly related that by the time each mechanic had told him how he got around using a certain gauge for this or that operation by substituting something of his own manufacture or his "guess" or "feel," he was about convinced that none of the tools was necessary. But surprisingly enough, each of them insisted on using other gauges for other operations except for this certain little specialty "short-cut" of his own choice.

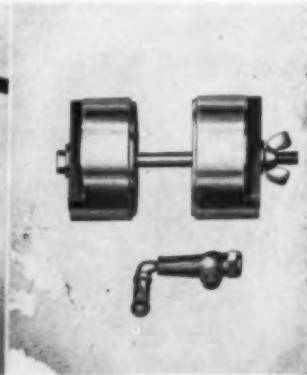
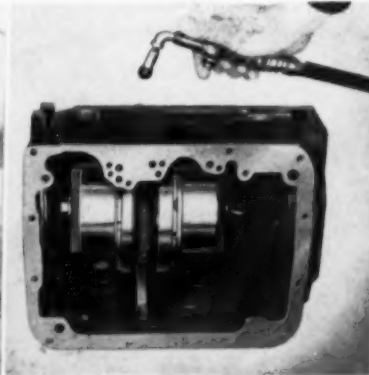
So it appeared he needed a double-check on his findings. He made a return trip through the same shops he'd called on before, but instead of asking them to check off a gauge or tool, he'd tell them what the mechanic up the street was skipping or substituting, and asked their opinion on the substitution.

It was on this return trip that he got the real facts of the case, he said. Invariably the mechanic would practically raise the roof about the risk the other fellow was taking by short-circuiting a certain adjustment or operation. Then he'd tell about a come-back he'd had when that particular operation wasn't done to a cat's whisker. Man-oh-man, how could

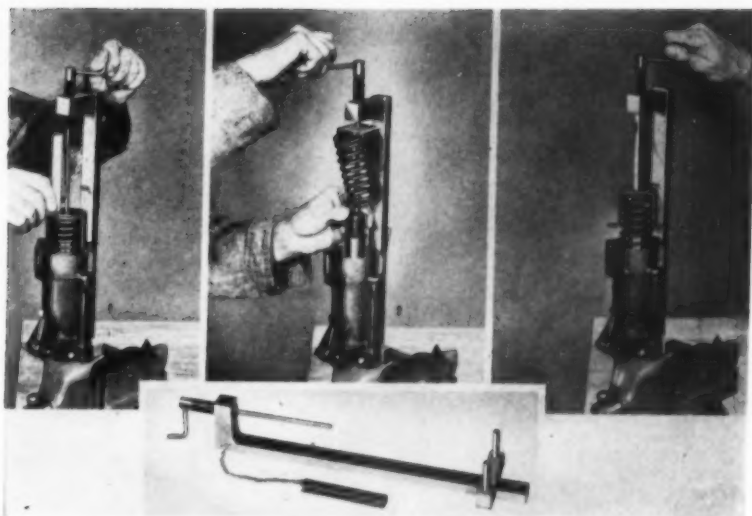
The dial indicator set requires two assistants to properly measure mainshaft end play: dial indicator extension rod and mainshaft end-play guide (gripped in mechanic's left hand).



By use of the annular piston seals leak detector you can detect and correct seal leaks before you reassemble and install the automatic transmission. The special air gun can also be used to blow out oil passages.







This rear servo spring compressor is a triple-threat instrument, acting as bench vise, safely unloads the heavy spring to remove retainer and during reassembly it holds the piston and spring in position while installing the compensator piston and seal ring.

a guy take chances like that!

By the time he got back to his own shop practically all the tools and gauges he'd checked off were checked back on the list and it began to appear that the people who made the transmission had something more than a vague idea what it took to properly repair and adjust it. He decided he would wait until he knew more about the work before he began to short-cut their recommendations in his own way.

At the training school his instructor verified these findings, and when he began to learn about the fine tolerances necessary to provide the proper ratio changes under various driving conditions, the necessity for exact settings was obvious. When he had the chance to attempt assembly and disassembly operations with and without the prescribed tools, he could see how the loss of time would add up the longer he operated without the time-saving tools.

The "why and wherefore" of the various tools and gauges he used on the job are outlined in the illustrations.

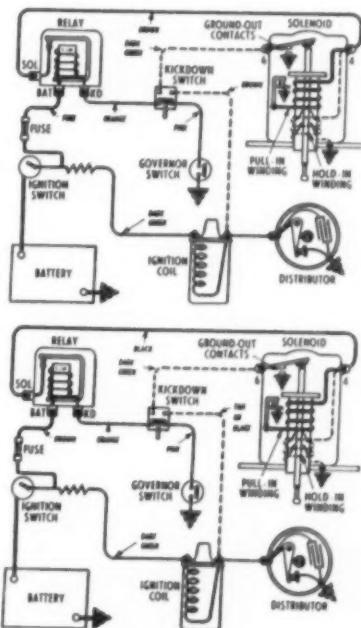
### Overdrive Circuit Color Codes for Chevrolet

**O**VERDRIVE circuit color codes were discussed as follows in a recent issue of *Chevrolet Service News*:

Three combinations of overdrive control circuit color codes may be encountered on 1955 passenger-car vehicles in service as the re-

sult of wire color changes made after the start of production.

A limited number of early-run production vehicles were wired with color codes shown in diagram at top. Wire colors were changed shortly after the start of production to the codes shown in diagram at



bottom with only the *tan* used between the kickdown switch and coil. Effective approximately January 15th, the wire between the kickdown switch and coil will be changed from *tan* to *black*.

### Brake Shoe Grinding On '55 Chevrolets

**T**HE following comment on brake shoe grinding was carried in a recent issue of *Chevrolet Service News*:

Information has been received that brake shoes are being ground on bench type grinders to the true diameter of the drum when replacing shoes or drums on 1955 passenger cars. Although acceptable on past models, this practice should be discontinued on current passenger-car models on which the brake anchor adjustment has been eliminated.

To compensate for this lack of adjustment, the brake shoes have been made .057" to .087" smaller in diameter in production than the drum. This allows the center portion of the brake shoe to contact the drum first and as wear takes place the heel and toe of the shoes will come to a full contact.

Grinding the shoes to the true diameter of the drum on bench grinders will produce heel or toe contact, resulting in erratic brake action.

When a bench mounted type shoe grinder is used, the shoes should be ground to undersizes indicated above.

When a spindle mounted type shoe grinder is used, the shoes should be ground to the actual drum diameter.

### Atlanta Fleet Managers Promote Skill Contest

**M**EMBERS of the Fleet Superintendents Association of Atlanta, Ga., are entering time-, money- or labor-saving suggestions in a contest which will pay a \$50 war bond, a \$25 war bond and a free dinner as first, second and third prizes.

Contestants are members of the association in charge of a fleet and must submit tools or methods they are now using and know from experience will work.

### Nashville Dealers Elect

New officers of the Nashville (Tenn.) Automotive Trade Association are: Col. W. M. Liddon, Liddon Pontiac, president; Robert E. McAdams, Hippodrome Motors, vice-president, and Eugene Frazer, Frazer Motor Co., secretary-treasurer. E. Gray Smith, R. L. Parnell, E. W. Donnelly, Neely B. Coble and P. N. Parrish are directors.

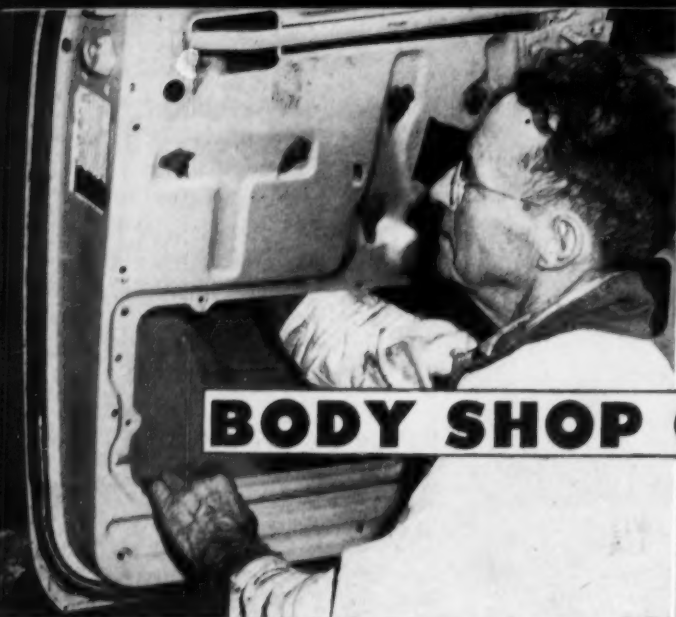


Fig. 1—On Plymouth and Dodge it is necessary to remove the door trim panel to gain access to the attaching nuts.



Fig. 2—With handle removed the push button is adjusted by hex nut (indicated by pencil point).

## BODY SHOP OPERATIONS

# Chrysler's Handles and Locks

**T**HE servicing of new parts always requires new servicing procedures. Nothing can be more time-consuming and expensive than a mechanic fumbling with a new part that doesn't work just right and he doesn't know why. The final result of such fumbling is usually a part damaged beyond repair, and more than likely some of the associated parts will be damaged.

Even such items as door handles, locks and door glass regulators require specific procedures for correct service.

The current Chrysler Corp. cars are equipped with new door hardware, such as outside door handles and inside remote control handles.

The current Plymouth has new push button door handles retaining the rotary latch. These handles are used for the first time with self-adjusting rotary latch that automatically tightens the door as the

**By E. M. Lowery**  
Technical Editor

car is driven. The handle is held in place by two studs and is attached from inside the door.

To gain access to the attaching nuts (Fig. 1) it is necessary to loosen the door trim panel. (Note: Although the procedure doesn't call for it, completely removing the trim panel may prevent damage to it.) After the trim panel is removed, the attaching nuts can be removed with a socket wrench and short extension.

In many cases it will be necessary to adjust the push button pressure and/or travel. This can be accomplished by tightening or loosening the hex nut at the end of the plunger (Fig. 2). If the push button works hard when the door is open, it can be freed up with a few drops of oil.

The remote control door handle:

This handle is held in place by a square spring clip, locked in a groove in the handle shaft. It can be removed with a tool made in the shop from a piece of 1/8" flat steel stock (see Fig. 3).

From the left insert the tool between the handle and washer. Push against the clip and pull outward on the tool handle to release the clip. At the same time pull the door handle out. The window regulator handle is removed the same way, with the handle always pointed downward.

Front door latch and remote control assembly:

Remove the door remote control handle, window regulator handle, arm rest (if so equipped), garnish molding and trim panel. Remove the door handle and door lock cylinder. Lower the window and remove the glass run channel.

Remove the screw holding the remote control base to the door. Carefully raise the window and then remove the four door lock attaching screws. Rotate the lock and disconnect the remote control arm from the lock. Remove the door lock through the opening in the door.

Before installing a new lock apply a small amount of lubricant to the lock mechanism. Install the door lock through the door open-

### April: Body Shop and Safety

Ever think of the ways in which the body shop can help your customer to have a safer car? Next month Ed Lowery will carry you over the editorial road on that timely subject.

**For old dealers! For new dealers! Studebaker means new opportunity!**

# Studebaker's electrifying new progress is just a sample of what's coming

**Y**OU can see the pay-off result of Studebaker's tremendous expansion program in the profit-packed action that Studebaker dealers are getting.

Why not cut yourself in for a sizable share of this electrifying progress that Studebaker is making? Swing into a proud place of your own in the surging new Studebaker success parade.

New dealers and old dealers agree that it's both

inspiring and profitable to be teamed up right now with alert, fast-moving Studebaker—America's Friendliest Factory. Read the two statements below and learn why.

A number of good points for the right kind of Studebaker representation are open. Address General Sales Manager, Studebaker Division, Studebaker-Packard Corporation, South Bend 27, Indiana.



## "We're out to top all records!"

"We have been representing Studebaker in the Atlanta area since 1917. Prior to that, for several years, we had a successful Studebaker dealership in Griffin, Ga. We have had great years, great cars and great support from Studebaker in the past. But never has the prospect been so bright for us as right now."—L. B. Yarbrough, President, Yarbrough Motor Co., Atlanta, Georgia.



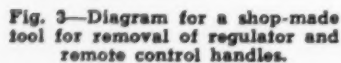
## "We know we picked a winner!"

"The moment we signed up with Studebaker we found ourselves receiving 'very important person' treatment. I like that kind of interest and the sincere friendliness that begets it. I feel certain that acquiring my Studebaker dealership will prove the best business move I ever made."—J. D. Macdonald, 135 West Fifth Street, Eureka, California.



## STUDEBAKER

Studebaker Division of the Studebaker-Packard Corporation...world's 4th largest full-line producer of cars and trucks



Apply pressure on the modified

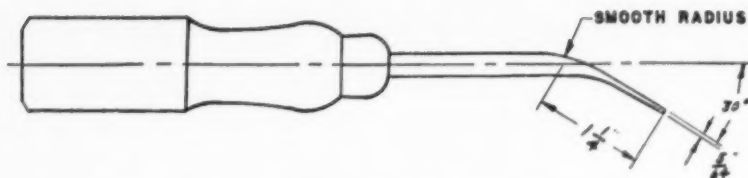


Fig. 4—Screwdriver modification for tool to remove door regulator and remote control handles.

There are two different type clips used in production—the floating type and the locking type. They are interchangeable, the only dif-

When reinstalling assembly make sure concave side of washer  
(Continued on page 92)

ENTRY FROM LEFT SIDE OF ALL HANDLES

STANDARD SCREW DRIVER

HANDLE OR CRANK

RELEASE TAB OF CLIP

PULL BOTH SCREWDRIVERS IN DIRECTION OF ARROW

TRIM PAD

LOCKING CLIP

WASHER



I knew your customers  
would like quality  
J-M Lined Brake Shoes, Joe

Right! And, they sure  
save shop time, because  
they're so easy to install



Conveniently located Distributors—packages that are quick and easy to identify—a name that means quality to thousands of motorists: that's why more and more servicemen are switching to Johns-Manville Asbestos Brake Linings.

Remember too, the Johns-Manville name and Johns-Manville products are consistently supported by the strongest advertising program in the Brake Lining industry—on television, "Meet the Press"; in national magazines, "The Saturday Evening Post," "Collier's," "Look," plus local sales promotion aids.

You'll like the speedy service J-M Brake Shoe Exchange offers...you'll save time on the job with the handily packaged Custom 4 Star<sup>®</sup>, P B and WireKlad<sup>®</sup> sets...and, best of all, you'll be building repeat business with satisfied customers.

Talk to your jobber about Johns-Manville friction materials. It's the line developed by modern research and backed by the leading name in asbestos products. For more information on how you can profit by selling the J-M line, see your distributor or write Johns-Manville, Box 60, New York 16, N. Y.



**Johns-Manville** *asbestos* **Friction Materials**

# *"This is the I've been waiting*

*The New Packard Franchise Provides  
A Sound Approach To The Future . . .  
And Dealers Are Signing Up  
In Record Numbers*

Dealers have been watching the headlines ever since details of the great Packard Program first became known. They have watched intently as Packard announced *the most important automotive achievement of our time*. And they have studied the public's enthusiastic reception of two brilliant new cars—the new Packard and 1955 Clipper.

What they have seen and heard has given dealers a new perspective . . . a view of a rich and growing opportunity in this business. Packard's belief has been confirmed—there is a great market—a growing market . . . for automobiles of *individuality and distinctive quality!*

Part of the Packard Program is to produce automobiles to fit the needs of this growing market. The other part is to build a sound profitable dealer organization with sufficient market penetration to assure a satisfactory dealer profit. That is the foundation of the Packard franchise—solid, profitable growth for Packard and its dealers. Equally important, Packard respects its dealers as independent businessmen, entitled to make a living and "do some living" at the same time. It is fundamental with Packard that "the best business is the business that's best for both of us."

For these basic reasons, a record number of new dealers—*939 in ninety days*—have signed the Packard franchise and said: "This is the franchise I've been waiting for!"

**PACKARD DIVISION**  
**STUDEBAKER-PACKARD CORPORATION**  
**DETROIT 32, MICHIGAN**



# Franchise for!"



The new Packard Franchise  
brings a new era of  
dealer-factory relations

# 1955 PASSENGER-CAR SPECIFICATIONS

MAKE AND MODEL	Std. Wheelbase	ENGINE										WHEEL ALIGNMENT			BRAKES		
		No. Cylinders and Valve Arrangement	Bore and Stroke	Taxable H. P.	Max. Rated H. P. at R. P. M.	Camshaft Drive	Main Bearings	Crankcase Cap. (Qts.)	Air Cleaner	Oil Filter	Vibra. Damper	Cooling System (No. Water) (Qts.)	Caster (Degrees)	Camber (Degrees)	Toe-In (In.)	Service	Parking
BUICK Special	122	V8I	3.625 x 3.20	42.65	188@4800	Ch	5	6	OB	Y	N	K	1/2° to -3/4°	3/8° to -5/8°	0 to 1/8	H	RW
BUICK Century	122	V8I	4 x 3.20	51.20	236@4600	Ch	5	6	OB	Y	Y	K	1/2° to -3/4°	3/8° to -5/8°	0 to 1/8	H	RW
BUICK Super and Roadmaster	127	V8I	4 x 3.20	51.20	236@4600	Ch	5	6	OB	Y	Y	K	1/2° to -3/4°	3/8° to -5/8°	0 to 1/8	H	RW
CADILLAC 60	133	V8I	3 1/8 x 3 3/4	46.5	250@4600	Ch	5	5	OB	Y	Y	18.09	0° to -1°	± 3/8°	3/8 to 1/4	H	RW
CADILLAC 62	129	V8I	3 1/8 x 3 3/4	46.5	250@4600*	Ch	5	5	OB	Y	Y	18.09	0° to -1°	± 3/8°	3/8 to 1/4	H	RW
CADILLAC 75	149.8	V8I	3 1/8 x 3 3/4	46.5	250@4600	Ch	5	5	OB	Y	Y	18.09	0° to -1°	± 3/8°	3/8 to 1/4	H	RW
CHEVROLET 6	115	6I	3 5/8 x 3 1/8	30.4	123@3800 135@4200	G	4	5	OB	Y	Y	16	± 1/2°	0 to 1°	3/8 to 1/8	H	RW
CHEVROLET 8	115	V8I	3 3/4 x 3	45	162@4400	Ch	5	4	OB	Y	Y	16	± 1/2°	0 to 1°	3/8 to 1/8	H	RW
CHRYSLER Windsor De Luxe	126	V8I	3.63 x 3.63	42.2	188@4400	Ch	5	5	OB	Y	Y	24	-2° to 0°	1/4° ± 3/8°	0 to 1/8	H	Ps
CHRYSLER New Yorker De Luxe	126	V8I	3.81 x 3.63	46.5	250@4600	Ch	5	5	OB	Y	Y	25	-2° to 0°	1/4° ± 3/8°	0 to 1/8	H	Ps
CHRYSLER Imperial	130	V8I	3.81 x 3.63	46.5	250@4600	Ch	5	5	OB	Y	Y	25	-2° to 0°	1/4° ± 3/8°	0 to 1/8	H	Ps
CHRYSLER Crown Imperial	139	V8I	3.81 x 3.63	46.5	250@4600	Ch	5	5	OB	Y	Y	25	-2° to 0°	1/4° ± 3/8°	0 to 1/8	H	Ps
DAESOTO Fire Dome	126	V8I	3.720 x 3.344	44.3	183@4400	Ch	5	5	OB	Y	Y	23	-2° to 0°	1/4° ± 3/8°	0 to 1/8	H	Ps
DAESOTO Fire Flite	136	V8I	3.720 x 3.344	44.3	200@4400	Ch	5	5	OB	Y	Y	23	-2° to 0°	1/4° ± 3/8°	0 to 1/8	H	Ps
DODGE Coronet 8	120	6L	3.25 x 4.63	25.4	123@3600	Ch	5	5	OB	Y	Y	13	-2° to 0°	1/4° ± 3/8°	0 to 1/8	H	Ps
DODGE 8 and Royal 8	120	V8I	3.63 x 3.256	42.2	175@4400	Ch	5	5	OB	Y	N	19	-2° to 0°	1/4° ± 3/8°	0 to 1/8	H	Ps
DODGE Custom Royal 8	120	V8I	3.63 x 3.256	42.2	183@4400	Ch	5	5	OB	Y	N	19	-2° to 0°	1/4° ± 3/8°	0 to 1/8	H	Ps
FORD Customline 8	115 1/2	6I	3.62 x 3.60	31.54	120@4000	Ch	4	4	Y	Y	Y	15	1/2° to 1 1/2°	0°8' to 1°8'	1/8 to 1/4	H	RW
FORD Customline 6	115 1/2	V8I	3.62 x 3.30	42.05	162@4400	Ch	5	5	Y	Y	Y	19	1/2° to 1 1/2°	0°8' to 1°8'	1/8 to 1/4	H	RW
FORD Thunderbird	102	V8I	3.75 x 3.30	45	162@4400	Ch	5	5	OB	Y	Y	20	1/2° to 1 1/2°	0°8' to 1°8'	1/8 to 1/4	H	RW
HUDSON																	
KAISER Manhattan	118 1/2	6L	3 1/8 x 4 1/8	26.3	J	Ch	4	5	Y	Y	Y	12 1/2	1° to -1° 0' Pref.	0 to 1/4°-1/2° Pref.	1/8 to 1/4-1/8	H	RW
LINCOLN Cust. & Spec. Cust.	123	V8I	3.94 x 3.50	49.6	225@4400	Ch	5	5	OB	Y	Y	23	0 to -1 1/2°	0° ± 3/4°	3/8 to 1/8	H	RW
MERCURY Custom and Monterey	119	V8I	3.75 x 3.30	45	188@4400	Ch	5	5	OB	Y	Y	19	0° to -1 1/2°	0° to 1/4°	1/8 to 1/8	H	RW
MERCURY Montclair	119	V8I	3.75 x 3.30	45	198@4400	Ch	5	5	OB	Y	Y	19	0° to -1 1/2°	0° to 1/4°	1/8 to 1/8	H	RW
NASH Statesman	114 1/4	6L	3 1/8 x 4 1/4	23.44	100@3800	Ch	4	4	Y	Y	Y	14	0 to 1 1/2°-1 1/2° Pref.	1/4° to 0° Pref.	1/8 to 1/8	H	RW
NASH Ambassador 8	121 1/4	6L	3 1/8 x 4 1/4	29.4	130@3700	Ch	7	6	Y	Y	Y	17	0 to 1 1/2°-1 1/2° Pref.	1/4° to 0° Pref.	1/8 to 1/8	H	RW
NASH Ambassador for V-8	121 1/4	V8I	3 1/8 x 3 1/2	46.5	204@4200	Ch	5	5	OB	Y	Y	20	0 to 1 1/2°-1 1/2° Pref.	1/4° to 0° Pref.	1/8 to 1/8	H	RW
NASH-HUDSON Metropolitan	85	4I	2 1/8 x 3 1/2	10.63	42@4500	Ch	3	4	OB	N	N	8	2° to 3°	1/2° to 1 1/2°	0 to 1/8	H	RW
NASH-HUDSON Rambler	A	6I	3 1/8 x 4 1/4	23.44	100@3800	Ch	4	4	OB	Y	Y	11	1/4° to 1 1/4°-1° Pref.	1/2° to 3/4°	1/8 to 1/8	H	RW
OLDSMOBILE 88	122	V8I	3 1/8 x 3 3/8	48	183@4000	Ch	5	5	OB	Y	Y	20.5	0° to -3/4°	-1/4° to ± 3/4°	1/8 to 1/4	H	RW
OLDSMOBILE Super 88	122	V8I	3 1/8 x 3 3/8	48	202@4000	Ch	5	5	OB	Y	Y	20.5	0° to -3/4°	-1/4° to ± 3/4°	1/8 to 1/4	H	RW
OLDSMOBILE 98	126	V8I	3 1/8 x 3 3/8	48	202@4000	Ch	5	5	OB	Y	Y	20.5	0° to -3/4°	-1/4° to ± 3/4°	1/8 to 1/4	H	RW
PACKARD	127	V8I	4 x 3 1/2	51.2	280@4600	Ch	5	5	OB	Y	Y	26	-1° to ± 1/2°	-1/4° Pref.	0 to 1/8	H	RW
PACKARD Clipper Custom	122	V8I	4 x 3 1/2	51.2	215@4600	Ch	5	5	OB	Y	Y	26	-1° to ± 1/2°	-1/4° Pref.	0 to 1/8	H	RW
PACKARD Clipper Super	122	V8I	3 1/8 x 3 1/2	46 1/2	225@4600	Ch	5	5	OB	Y	Y	26	-1° to ± 1/2°	-1/4° Pref.	0 to 1/8	H	RW
PACKARD Clipper De Luxe	123	V8I	3 1/8 x 3 1/2	46 1/2	225@4600	Ch	5	5	OB	Y	Y	26	-1° to ± 1/2°	-1/4° Pref.	0 to 1/8	H	RW
PLYMOUTH 8	115	6L	3.25 x 4.63	25.4	117@3600	Ch	4	5	OB	Y	Y	13	-2° to 0°	1/4° ± 3/8°	0 to 1/8	H	RW
PLYMOUTH 8	115	V8I	3.44 x 3.25	40.6	167@4400	Ch	5	5	OB	Y	N	19	-2° to 0°	1/4° ± 3/8°	0 to 1/8	H	RW
PONTIAC Chieftain	122	V8I	3.75 x 3.25	45	180@4600	Ch	5	5	OB	Y	Y	24	-1° to ± 1/2°	1/2° to ± 1/2°	0 to .062	H	RW
PONTIAC Star Chief	124	V8I	3.75 x 3.25	45	180@4600	Ch	5	5	OB	Y	Y	24	-1° to ± 1/2°	1/2° to ± 1/2°	0 to .062	H	RW
STUDEBAKER Champion	X	6L	3 x 4 1/8	21.6	101@4000	G	4	5	Y	N	Y	10	-1 1/2° to -2 1/2°	0° to 1°	1/8 to 1/4	H	RW
STUDEBAKER Commander	X	V8I	3 3/8 x 3 1/4	40.6	162@4500	G	5	6	OB	N	Y	17 1/4	-1 1/2° to -2 1/2°	0° to 1°	1/8 to 1/4	H	RW
STUDEBAKER President	120 1/2	V8I	3 3/8 x 3 1/4	40.6	185@4500	G	5	6	OB	Y	Y	17 1/4	-1 1/2° to -2 1/2°	0° to 1°	1/8 to 1/4	H	RW
WILLYS Bermuda & Custom	108	6I	3.312 x 4.375	26.33	115@3600	Ch	4	5	OB	Y	Y	13	1/2° to 1 1/2°	3/4° to 1 1/4°	.094 to .156	H	RW
WILLYS Jeep	Z	4F	3 1/8 x 3 3/8	15.63	75@4000	G	3	4	OB	Y	N	11	1 1/2°	1 1/2°	3/8 to 1/2	H	Ps

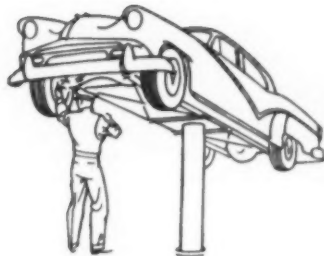
## ABBREVIATIONS

\*—Eldorado 270@4800.  
A—2 Dr. 100 and 4-Dr. 108.  
Ch—Chain.  
F—193@4400 straight drive, 198@4400 with Fordomatic trans.  
G—Gear.  
H—Hydraulic.

I—Valve-in-head.  
J—140@3800 with supercharger.  
K—16.5 with conventional transmission, 18.5 with Dynaflow.  
L—L-head.  
N—No.

OB—Oil Bath.  
Pref.—Preferred.  
Ps—Propeller shaft, rear transmission.  
RW—Rear Wheels.  
X—Coupe 120 1/2", sedan 116 1/2".  
Y—Yes.  
Z—CJ-5 81" and CJ-3B 80"





Discover today's **BIG PROFIT**  
in brake fluid service with...

# New DU PONT No. 7 BRAKE FLUID KIT!



Your customer's life is constantly at the mercy of dependable brakes. Yet a recent survey found over 70% of all cars in need of brake fluid. And 44% of brake fluids sold were below S.A.E. standards!

To help you meet today's big need for dependable brake fluid service, Du Pont makes this special offer of an amazing new one-man-operation dispenser-bleeder, your choice of Du Pont Brake Fluids, and business-getting mailers, stickers, posters—everything you need to build up a profitable brake fluid service.

The customers are already on your drive—and they'll be repeaters. Brake Fluid requires annual flushing and refilling, plus regular checking. It's a cinch to sell dependable stopping power with Du Pont No. "7" Brake Fluid. Get your kit today!

## SPECIAL OFFER!

### ASSORTMENT "A"

2—Gallons Du Pont No. "7" Heavy Duty Fluid	\$8.40
1—Dispenser Bleeder, incl. Pressure Tank	11.95
Regular Dealer Price	\$20.35

SPECIAL INTRODUCTORY OFFER ..... \$13.35

### ASSORTMENT "B"

1—5-Gallon Du Pont No. "7" Heavy Duty Fluid	\$20.00
1—Dispenser Bleeder, incl. Pressure Tank	11.95
Regular Dealer Price	\$31.95

SPECIAL INTRODUCTORY OFFER ..... \$24.95



**PLUS—** 200 Customer Mailers



1 Window Poster



50 (Door-Jamb) Stickers



1 Wall Chart—Illustrating Effect of Substandard Fluid



1 Service Instruction & Selling Ideas



**DU PONT No. "7" PRODUCTS**  
FROM CHEMICAL RESEARCH . . . FOR EASIER CAR CARE



BETTER THINGS FOR BETTER LIVING . . . THROUGH CHEMISTRY

**+** Join the Du Pont No. "7" Crusade for Brake Safety . . . by adding Brake Fluid Service!

# 1955 PASSENGER-CAR SPECIFICATIONS

MAKE AND MODEL	TUNE-UP						ELECTRICAL		Bal. Cap. & Ter. Grad.	FUEL SYSTEM			VALVES		
	Breaker Gap (.0)	Cam Angle (degrees)	Contact Arm Spring Tension (ozs.)	Spark Plug Gap (.0)	Ignition Timing	Timing Mark Location	Spark Advance Max. Centrif.	Spark Advance Max. Vac.		Carb. Mfg.	Model No.	Fuel Pressure (lbs.)	Target Clearance Intake (.0)	Target Clearance Exhaust (.0)	Intake Valve Opens before
BUICK Special	12½-17½	Q	19-23	30-35	5°bte	Ca.P.	11-13.5°@1750	10.5°@12"	N60	Ca. St. RP	SA-AVB-267 WCD	5	Au	Au	25°bte
BUICK Century and Super	12½-17½	Q	19-23	30-35	5°bte	VD	11-13.5°@1750	10.5°@12"	N60	Ca. St. RP	WCFB	5	Au	Au	25°bte
BUICK Roadmaster	12½-17½	Q	19-23	30-35	5°bte	VD	11-13.5°@1750	10.5°@12"	N60	Ca. St. RP	RP-4G WCFB	5	Au	Au	28°bte
CADILLAC 60, 62 and 75	16-21	31+13½	19-23	35	2½°bte	VD	10.75-12.75°@7000	13-14½°@15"	N60	Ca. RP	Ca-WCFB 21858 RP-7007970	4-5½	Au	Au	19°bte
CHEVROLET 8 Conventional	16-21	26-33	19-23	33-38	tdc	FW	13°@1750	7½°@9"	N50	RP	7005921	3½-4½	6	13	1°ate
CHEVROLET 8 Conventional	16-21	26-33	19-23	33-38	4°bte	VD	16°@1800	13½°@15"	N50	RP	7006825	4-5½	8	16	12°bte
CHEVROLET 8 Powerglide											7005810		Au	Au	18°bte
CHRYSLER Windsor De Luxe	17	32-36	17-20	35	6°bte	VD	13-15°@2050	10½-12½°@17"	P120	B&B	21808	5-6½	Au	Au	15°bte
CHRYSLER N. V. De L. & Imperial	17	32-36	17-20	35	6°bte	VD	13-15°@2050	10½-12½°@17"	P135	Ca	WCFB21268	5-6½	Au	Au	15°bte
CHRYSLER Crown Imperial	17	32-36	17-20	35	6°bte	VD	13-15°@2050	10½-12½°@17"	P65	Ca	WCFB21268	5-6½	Au	Au	15°bte
DeSOTO Fire Dome	15-18	26-28	17-20	35	10°bte	VD	7-9°@800	6-8°@11"	P120	B&B	BBD21178	5-6½	Au	Au	4°ate
DeSOTO Fire Flight	15-18	26-28	17-20	35	4°bte	VD	11-13°@1800	10½-12½°@17"	P120	Ca	WCFB21105	5-6½	Au	Au	12°bte
DODGE Coronet 6	20	39+3	17-20	35	2°bte	VD	7-9°@1350	7-9°@14"	P105	St	WW3-124	5-6½	10	10	12°bte
DODGE Coronet 8	17	26-28	17-20	35	4°bte	Ca.P.	15-17°@1650	3-5°@8½"	P105	St	WW3-131	5-6½	Au	Au	14°bte
DODGE Royal	17	26-28	17-20	35	4°bte	Ca.P.	15-17°@1650	3-5°@8½"	P105	St	WW3-131	5-6½	Au	Au	14°bte
DODGE Custom Royal	17	26-28	17-20	35	4°bte	Ca.P.	11-13°@1625	6-8°@11"	P105	St	WW3-120	5-6½	Au	Au	14°bte
FORD Customline 6	24-26	35-38	17-20	32-36	3°bte	VD	N	14½°@7½"	P90	Ho	1904	4-5	15	19	13°bte
FORD Customline 8	14-16	26-28½	17-20	32-36	6°bte	VD	N	16½°@4.6"	P90	Ho	2160-DD	4-5	19	19	12°bte
FORD Thunderbird	14-16	26-28½	17-20	32-36	6°bte	Ca.P.	N	16½°@1500rpm @32.4 H2O	P90	Ho	1074	4-5	18	18	12°bte
HUDSON															
KAISER Manhattan	16	38-45	19-23	28-32	4°bte	VD	10°@1000	6°@15"	P100	Ca	WCD	9	18	20	10°bte
LINCOLN Cust. & Spec. Cust.	14-16	26-28½	17-20	32-36	5°bte	VD	N	25°@2000 @2.35 HG	P110	Ho	1076	3½-4½	Au	Au	8°bte
MERCURY Custom, Monterey and Montclair	14-16	26-28½	17-20	32-36	3°bte*	VD	N	15½°@2000RPM 1.95" HG	P100	Ho	1075 st. tr. 1074 au. tr.	4-5	19	19	12°
NASH Statesman	22	31-37	17-21	30	4°ate	VD	12°@1400	6½°@11½"	P90	Ca	WCD-20618	4-5½	15	15	10°bte
NASH Ambassador	22	31-37	17-21	30	4°ate	VD	15°@1350	7°@14"	P105	Ca	YH-895-S	4-5½	12	16	12½°bte
NASH Ambassador V-8	17	33-39	17-20	35	5°ate	VD	20°@1200	11°@10"	P105	Ca	2231-S	3½-5½	Au	Au	14°bte
NASH-HUDSON Metropolitan	14-16	30+3	20-24	23-25	11°bte	Ca.P.	7°@1700	12°@16"	P51	Z	30V1G10	1½-2½	15	15	5°bte
NASH-HUDSON Rambler	22	31-37	17-21	30	4°ate	VD	24°@2800	7½°@15"	P100	Ca	YF2014S	4-5½	15	15	10°bte
OLDSMOBILE 88	16	26-33	19-23	30	5°bte	Ca.P.	28°@3450	21½°@16"	N60	RP	26C	4-5	Au	Au	13½°bte
OLDSMOBILE Super 88	16	26-33	19-23	30	5°bte	Ca.P.	28°@3450	21½°@16"	N60	RP	46C	4-5	Au	Au	13½°bte
OLDSMOBILE 98	16	26-33	19-23	30	5°bte	Ca.P.	28°@3450	21½°@16"	N60	RP	46C	4-5	Au	Au	13½°bte
PACKARD & Custom	16	26-33	19-23	33-37	6°bte	VD	16°@2100	10°@12½"	P60	RP	46C	3½-5½	Au	Au	14°bte
PACKARD Clipper DeL. & Super	16	27	19-23	33-37	6°bte	VD	20°@1200	5½°@10"	P60	Ca	WCFB2232S	3½-5½	Au	Au	14°bte
PLYMOUTH Plaza, Savoy and Belvedere 6	20	39+3	17-20	35	2°bte	VD	7-9°@1350	7-9°@14"	P100	B&B	20638A	4-5½	10	10	12°bte
PLYMOUTH Plaza, Savoy and Belvedere 8	18	26-28	17-20	35	4°bte	VD	17-19°@1900	6-8°@11"	P100			5-6½	Au	Au	14°bte
PONTIAC Chieftain & Star Chief	16	26-23	19-23	33-38	5°bte	VD	30°@3400	16°@15"	N50	Ca RP	Ca-WGD 22078 RP-7006100	4-5	Au	Au	22°bte
STUDEBAKER Champion	20	38-40	17-21	28-33	2°bte	VD	16°@2800	20°@12"	P100	Ca	WF2108S	4-5½	16	16	15°bte
STUDEBAKER Commander	13	28-34	19-23	33-38	4°bte	VD	34°@2900	18°@11½"	P100	St	WW-6-115	4-5½	23-25	23-25	11°bte
STUDEBAKER President	13	28-34	19-23	33-38	4°bte	VD	34°@2900	18°@11½"	P100	Ca	WCFB2219S	4-5½	23-25	23-25	11°bte
WILLYS Bermuda & Custom	20	36-42	17-20	30	4°bte	VD	9°@1675	5°@15"	N90	Ca	WGD2052SA	3½-5½	14	14	10°bte
WILLYS Jeep	20	X	17-20	30	5°bte	Ca.P.	22°@3400	None	N100	Ca	YF938S	3½-4½	18	16	9°bte

## ABBREVIATIONS

\*—Auto tr., 6°bte.  
ate—After top center.  
Au—Automatic.  
B&B—Bul. & Bal.  
bte—Before top center.  
Ca—Carter.

Ca.P.—Crankshaft pulley.  
FW—Fly wheel.  
Ho—Molloy.  
N—Negative.  
P—Positive.  
Q—Usage not recommended.

RP—Rochester Products.  
St—Stromberg.  
tdc—Top dead center.  
VD—Vibration damper.  
X—Jeep CJ-5 42", Jeep CJ-3B 37-43"  
Z—Zenith.

# You'll get the start of your **LIFE...** with a **NEW EXETER 4 BATTERY**

"THE BATTERY WITH 9 LIVES"

# LIFE

## OF CAR

*Under average ownership*

## or 4 YEAR GUARANTEE



**Starting Power 150 to 170 Amperes**

**LAHER ANNOUNCES** the beginning of production of "AMERICA'S FINEST" battery—the EXETER 4—companion battery to the famous EXETER, which in 10 years has built a reputation second to no other battery in the high-price car and commercial field. Now comes the EXETER 4 with starting power 150 to 170 Amps.—sold with a written guarantee for LIFE of car under average ownership of 4 years.

**HERE ARE THE RESULTS** of a test just completed with an EXETER 4 battery in stock for 2 weeks, on a 6-cylinder 4-year old Chrysler.

The New EXETER 4 Battery started this Chrysler 15 times—each time before discharging battery by disconnecting ignition and turning over starter.

**Here is the AMAZING TEST—proof that the new EXETER 4 is America's Finest Battery!**

1. Turn over engine 16 minutes.....rest 5 minutes
2. Turn over engine 3 minutes.....rest 5 minutes
3. Turn over engine 2 minutes.....rest 5 minutes
4. Turn over engine 1 min. 15 secs.....rest 5 minutes
5. Turn over engine 1 minute.....rest 5 minutes
6. Turn over engine 50 seconds.....rest 5 minutes
7. Turn over engine 45 seconds.....rest 5 minutes
8. Turn over engine 30 seconds.....rest 5 minutes
9. Turn over engine 20 seconds.....rest 5 minutes
10. Turn over engine 20 seconds.....rest 5 minutes
11. Turn over engine 15 seconds.....rest 5 minutes
12. Turn over engine 14 seconds.....rest 5 minutes
13. Turn over engine 10 seconds.....rest 5 minutes

### 24 HOUR INTERMISSION

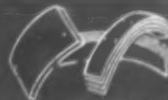
14. Turn over engine 1 min. 15 secs.....rest 5 minutes
15. Turn over engine 25 seconds

LAHER offers a complete line of batteries designed and engineered for TODAY'S more powerful modern cars, trucks & busses.

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## Readers are invited to contribute to—**SHOP TALK**

### A LIFE-SAVING TIP

Baytown, Texas

Gentlemen:

Here several weeks ago a high school boy was pouring gasoline in a dry carb with a large can to pour from. Of course the engine backfired and of course the gas

which was spilled on the car and the boy caught fire.

The boy is still in the hospital. The doctors say they may have to take his hand off.

Using a small blowtorch is the best way to put gas in a carb to start the car. If the engine then backfires, there is no great amount



A column of informal comments about the automotive trade and its problems.

**INSIST ON *SUNNEN* MEASURED PIN FITS**

**Has This Ever Happened to You?**

### Piston Failures are Expensive . . . In Loss of Profit and Loss of Good Will

Many piston failures have been traced to incorrect Pin Fits which do not allow cam-ground pistons to expand properly, resulting in scored pistons.

Whether you fit your own pins or send the work out, we can help you eliminate practically all comebacks from piston scuffing and scoring.

Our 24-page booklet "*Just What Is A Pin Fit*" gives the complete story, with many illustrations of actual piston failures and their causes.

Endorsed by piston, ring and car manufacturers—200,000 requests already filled—why not drop us a card for your own free copy.

See Sunnen Pin Fitting and Red Reconditioning equipment in operation at Southwest Automotive Show, San Antonio—March 31 to April 3. Booths 199, 200, 201.



of gas that has been spilled over one or on the engine to catch fire.

If the engine backfires, just keep turning engine over with the starter and the blaze will be sucked into carb and will do no harm.

Never pour gas into the carb at the same time someone else is trying to start car unless you are using a blowtorch. If no blowtorch is handy, pour a small amount of gas in carb and step back before the engine is turned.

The price of a small blowtorch is too small a price for any garage to be without one, even if it is to be used for nothing else but starting cars.

ALTON M. HEARN

### FORD FAILS 'EM?

It just isn't right when a factory declines to stand back of its product, and yet that's what one Bob Holsaple goes around telling folks about a product which he is charged with helping to sell for Ford Motor Co. Maybe there ought to be an investigation of some sort, because:

This official in Atlanta, Ga., of the Ford Tractor and Implement Division keeps saying (and he smiles, too, when he says it) that the company "stands back of every product it sells except its manure spreader."

Address any comments to: Southern Automotive Journal, 806 Peachtree St., N.E., Atlanta 5, Ga.



This is **YOUR** Ad...in

The Saturday Evening  
**POST**

...and it will make  
**YOU**  
added **PROFITS**

**IF** you'll put  
this **SIGN** in  
your window

Don't do it the **HARD WAY!**




**TRY** **TRY** **TRY**

**TRI-BRITE**

*The Modern 3-Way Process for*

**1 Polishing 2 Cleaning 3 Washing**

**Auto Finishes**



**EASY BEAUTY For Your Car**

To renew the beauty of your car, apply Tri-Brite immediately after washing. No need to do with such an elaborate Tri-Brite is a heavy

**TRY** **TRY** **TRY**

**TRI-BRITE**

*The Modern 3-Way Process for*

**1 Polishing 2 Cleaning 3 Washing**

**Auto Finishes**



● TRI-BRITE is going over like "hot cakes"...because it really does what our advertising says it does. You know that thousands of folks in your area will see advertisements like the above in Saturday Evening Post and American Legion Magazine. They'll want this fine product and they'll buy from you if you just tell 'em you have it. Your Bowes Distributor will supply this window Decal and other display material. It's easy to make this advertising work for YOU. Ask your Bowes man or drop us a card today.

**CASH IN on**  
**Bowes Advertising**

BOWES "SEAL FAST" CORPORATION, INDIANAPOLIS 7, INDIANA • HAMILTON, ONTARIO • LONDON, ENGLAND  
BOWES PACIFIC CORPORATION, RIVERSIDE, CALIFORNIA

## THEY WANT IT!

How well will the Lincoln Continental to be announced this fall sell? Speculation on what this car will look like was published in an article on page 32 of the February issue, but there was no great speculation at that time on what the demand would be.

Now comes the report from Detroit which may give some inkling along this line.

The other day William Clay "Bill" Ford, the brother who will

head up this division, was playing golf with a friend, so the report stated. The friend said he would like to get ten of the cars, which will virtually be hand-tooled.

"Why, that would be \$100,000, as they'll sell for around \$10,000," Ford was reported to have replied. "You have no use for ten anyway."

Replied his golfing friend, the story goes:

"I want one for myself, one for my wife and one for my daughter

and I can use the remaining seven in my business. If I gave you a certified check now for the ten, would you believe I could afford them and use them?"

Ford's father was amazed at the market which developed around the old Continental, as last month's story explained in detail. Now Ford Motor Co. circles are wondering if their proposed projection of around 2,500 units a year will be far too conservative.

## SELLING TRANSPORTATION

"We sell transportation — not iron" is the slogan which has been carried out in selling new cars for years at Robinson Brothers, the long-time DeSoto-Plymouth dealership at Jackson, Miss.

Founded in 1909 and among the early sellers of the Brush, this firm approaches prospects on the basis of showing them what transportation costs — just as a truck salesman might discuss costs with a fleet operator.

The average car buyer is willing to pay for his ride, point out Sidney A. Robinson and F. E. Fyke. When you start citing the various costs which go into the over-all costs of operating a motor vehicle, the prospect becomes interested and frequently can be convinced that the valuation on his old car is being justly appraised in the light of so much charge per mile for its use.

Ford Motor Co. gives Clarence I. Poore (right), manager of its Washington, D. C., administrative department, a gold wrist watch in recognition of his 35th anniversary with the company. Emerson Planck (left), sales manager of the Washington district, makes the presentation in behalf of Henry Ford II.



## More drum lathe per \$ invested- AMMCO SAFE TURN DRUM LATHE

- ★ Turns drums 6" through 24" diameter — 7½" deep.
- ★ Rugged construction, tremendous 2½" Spindle and giant 3½" Cross Feed Support assures accurate cutting on all drums.
- ★ Exclusive INFIMATIC FEED allows infinitely variable adjustments from .002" to .020". Feed may be adjusted while cutting for maximum smooth stock removal.
- ★ Protective Boots fully enclose entire Spindle, Cross Slide, and Lead Screw against chips and grit.
- ★ Self-aligning 1½" hex Boring Bar.
- ★ Cabinet, Grinder and Heavy Duty accessories available.

Ask for a demonstration in your own shop

**AMMCO TOOLS, INC.** 2110 Commonwealth Avenue, North Chicago, Illinois

## One secret behind one of industry's greatest success stories!

# MULTI-PLY DIAPHRAGM

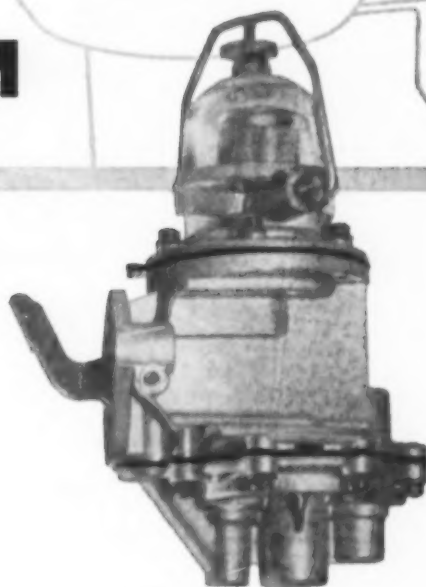


### AC's multi-layer diaphragm multiplies fuel pump life expectancy!

The heart of any mechanical fuel pump is its diaphragm. Normally, as long as the diaphragm lasts, the pump lasts—providing fuel for the engine and extra vacuum for windshield wipers. All AC diaphragms have 3 or more "plys" . . . providing maximum flexibility and life. These benefits can be obtained with no other type of construction. Number of "plys" is tailored to the individual application.

### Tested in use through more than a 170° range of temperature!

The U. S. Army proved the dependability of AC's multi-layer diaphragm over a period of years. In Africa—hard driving through 110° of heat and more had no harmful effect on this specially treated fabric. In Alaska—maneuvers with thermometers at 60° below zero had no ill effects.



### 9 out of 10 cars and trucks on the road are equipped with AC Fuel Pumps!

Few if any other automotive components can lay claim to such nearly universal acceptance. Nine out of ten cars you pass are factory-equipped with AC Fuel Pumps. AC quality dominates the field. AC builds more, AC sells more—because AC builds them better!

*Another AC Sales Story that can't be topped!  
Always look to AC and GM for Leadership!*

AC SPARK PLUG DIVISION • GENERAL MOTORS CORPORATION • FLINT, MICHIGAN



Dear Bill,

Our truck department foreman took his vacation this month, so the old man told me to take over for a spell. As usual, I always hate to leave the truck department after once getting into the swing of things.

For some reason, working on commercial vehicles always seems so much more important than fixing up passenger cars. When the truck owners begin to fret over "down time" and just what the operation will add to operational



**Let's make money**

**Become an**

**AUTHORIZED COLUMBUS SHOCK ABSORBER DEALER**

The quickest, easiest and most effective way for you to make money in the rapidly expanding shock absorber replacement market is by being an AUTHORIZED COLUMBUS SHOCK ABSORBER DEALER!

Get in on this hard-hitting, profit-pulling, sales-winning opportunity.

**See your COLUMBUS JOBBER TODAY!**

This attractive 5-color, 12½" x 19" permanent metal sign is yours FREE (along with many other sales producing tools) when you sign up as an AUTHORIZED DEALER!

**HECKETHORN MANUFACTURING & SUPPLY CO.**  
Littleton, Colorado

cost, you can't help digging in to see that they get rolling in jig time.

And again when you start totting up the work order you can't resist a feeling that this is "important business." A truck customer may pick up a \$1,000 tab without a whimper for an operation that wouldn't read a 10th of that amount on a passenger car plus a squall that would be heard across town.

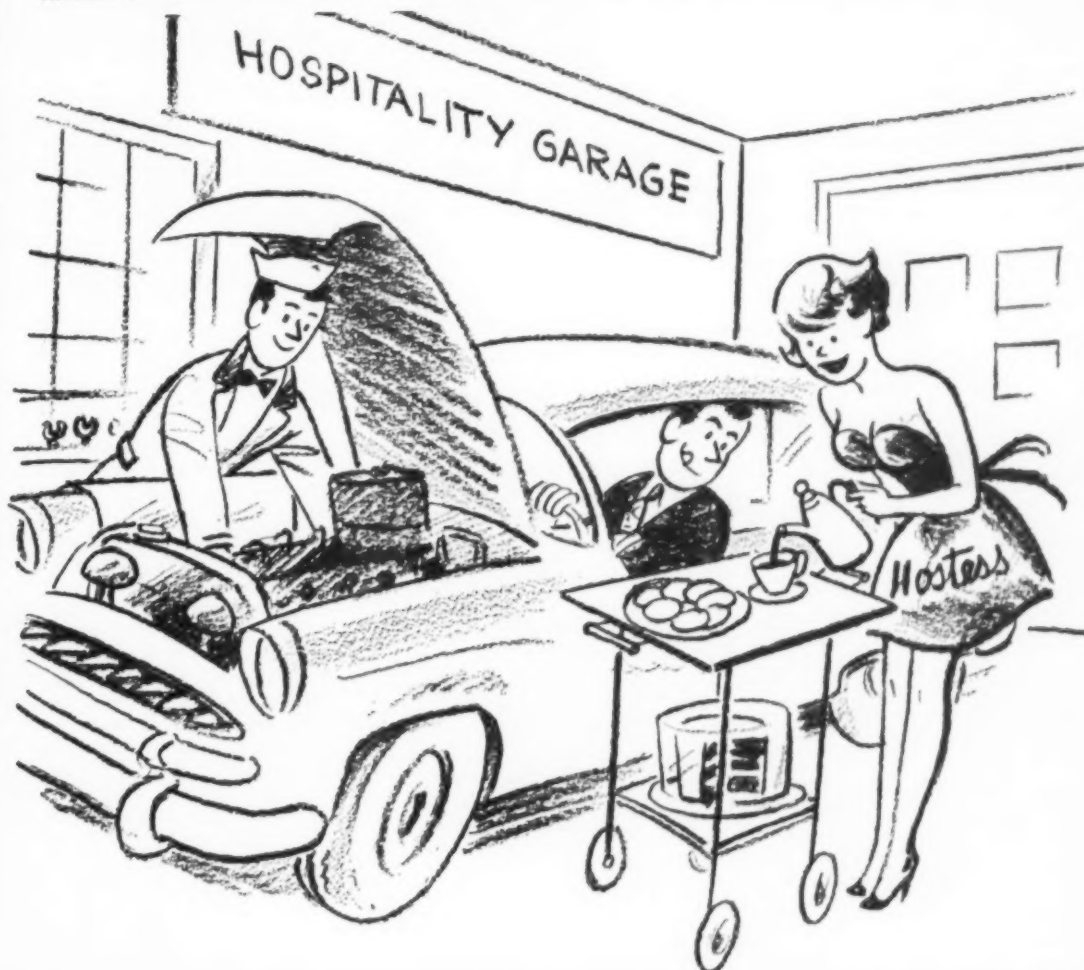
Truck operators can appreciate good equipment and good mechanical ability a lot better than the usual passenger-car driver, too, and is far less likely to cut corners to save a dime. A cobbled up job can cost them more money in lost time, drivers' wages and damage to merchandise than any possible saving in having it half done. They want it done right the first time, and know you can't have the skilled manpower and proper equipment for chicken feed—because most of them have tried it, so know what a good shop costs.

This is the only department where we run a swing shift with the mechanics alternating between the day and night shift. Several of them told me it was during these night shifts, when they are making repairs to vehicles which must work during the day, that they make their best paychecks. They are seldom pulled to take care of drop-in trade, since the doors are closed, so are able to plow right through any job without interruption.

Truck mechanics get a kick out of our line mechanics' thinking that the truck work is too heavy or dirty. They have trucks and dollies for handling wheels, jacks for drive-line components and hoists for the engines, and without exception the vehicle visits the steam cleaner before it does them. And in a truck shop the other



What makes customers come back for more?



They'll all come back if you give 'em the best. When it's a bearing job... *just tell 'em it's TIMKEN!*

Sure, customers will come back again and again if a gorgeous gal serves them snacks with every purchase. Every time they're hungry! But how much simpler for you if they'd come back simply because they know you give exceptional service! They *will* if you sell them on your service the right way — by proving to them you use only the best replacement parts. In tapered roller bearings,

of course, that's Timken®. It's the one name your customer *knows* means quality bearings. The Timken Roller Bearing Company, Canton 6, Ohio. Cable address: "TIMROSCO".

**TIMKEN**  
TRADE MARK REG. U. S. PAT. OFF.  
**TAPERED ROLLER BEARINGS**



NOT JUST A BALL — NOT JUST A ROLLER — THE TIMKEN TAPERED ROLLER — BEARING TAKES RADIAL AND THRUST — LOADS ON ANY COMBINATION

mechanics are always more ready to lend a helping hand, for reciprocity reasons if not plain courtesy. And they all maintain that truck manufacturers are a lot more conscious of accessibility than passenger-car makers.

When you look at the numbers of trucks out working on the highways, and find how future plans for the nation will call for even more of the on-the-road as well as off-the-road vehicles, you can fairly feel that heavy-vehicle work will increase greatly with time.

And you wonder why more guys don't specialize in this type of service business. If they should watch a good truck mechanic work in a well-equipped shop, they'd find the work is neither too heavy nor too dirty, and for my money it's a satisfying and profitable job of work!

Now that I have myself thoroughly sold in the heavy-duty repair biz, I've got to beat it back to the passenger-car service department where I belong. Don's vacation is over—the lucky stiff.

Sure hope the March winds blow lots of shop volume your way.

Yrs,  
Ed.

## C-A-S-H in C-A-S

(Continued from page 43)

do more work. I suggested we put his old bill with the work he wanted done and turn them both in together. It was agreeable. And the C-A-S accepted."

Too, Roath has sent in an application to cover the original close estimate and then sold the customer on having the job done in complete detail.

"If an applicant's credit is worth the original amount, the finance company will always go at least 10% more," he said.

When the applicant's credit is accepted, the finance company forwards the check for the full amount to the jobber. The jobber deducts the amount for the parts and the garageman gets the balance before he starts working on the applicant's car.

"If we attempted to handle our own collections," said Roath, "and we ran into a few delinquents, we would have to hold up paying the jobber. This way we can operate on a pay-as-we-go basis."

Getting paid promptly has permitted those who work the C-A-S deal intelligently to add new equipment to take care of major jobs and thereby do their regular customers' work faster, quicker and more efficiently and thus to show a greater net profit.

"We were warned at the beginning," said Marcotte, "that the first six months would be rugged—that we could expect poor credit risks to flock in and apply for credit, and that we could expect an over-abundance of turndowns. But, as we were told, this has now tapered off to where it is no longer a nuisance factor."

"Too, garagemen who have stayed with it can now screen an applicant pretty accurately. And they don't try to write up every Tom, Dick and Harry."

Now that the C-A-S plan is no longer new, garagemen who have made use of it have leveled off and are reaping its benefits.

*Editor's note: If your wholesaler is not promoting this plan, contact Certified Automotive Service, Inc., 111 North Market Street, Champaign, Ill., for advice. A new film is available for jobbers to explain the program.*

# the HYDRAULIC BRAKE BLEEDER TANK

*works better—  
like a bleeder should!*

**LOWEST PRICED IN ITS SIZE—  
NO WRENCHES NEEDED—  
NO BULKY COUPLINGS IN THE WAY!**

There's nothing better for bleeding brakes than an EIS Hydraulic Brake BLEEDER TANK. It's engineered to save time and brake fluid—assures a perfect bleed job—everytime.

**SUGGESTION**—Brake bleeding on booster-equipped trucks can be mighty troublesome. Try it with an EIS BLEEDER TANK and you'll see!

**NOW READY!** Adapter Plug for 1955 Chrysler Products Master Cylinders. Ask for No. T655.

NO. T664  
FILLER NOZZLE



**REFILL WITH EIS SAE BRAKE FLUIDS**



**EIS AUTOMOTIVE CORP.**  
Middletown, Conn.

Visit Our Booth No. 129-30 at Southwest Automotive Show

# INCREASING DEALER PROFITS EVERYWHERE!

## The *Raybestos* **7 POINT BRAKE CHECK**

1. Pull front wheels and inspect linings
2. Check brake drums
3. Inspect front wheel bearings
4. Clean brake assembly
5. Check hydraulic system
6. Adjust brakes
7. Road-test brakes

And with the Raybestos Plan you can charge for every check you make!

This is the complete new Raybestos selling "package" that is pulling in the brake work

USE IT TO  
INCREASE YOUR  
BRAKE SERVICE  
BUSINESS



POWERFUL NATIONAL ADS like this one are urging car owners to get the Raybestos 7-Point Brake Check. Tie in with them. Let them increase your business, too. This new brake service profit plan is really moving the famous products shown at the right. Watch for these ads to run.



RAYBESTOS LINED SHOES "CONTOUR GROUND" A special process developed by Raybestos. The shoes are carefully ground for proper belly contact . . . inherent springiness of shoe assures correct contact at heel and toe. No spongy pedal action—no high spots.



RAYBESTOS PG SETS All Raybestos Brake Linings are Proving Ground Tested for greater highway safety. And only Raybestos linings are made by 7 different manufacturing processes to assure just the right combination for every make and model car.

→ GET WITH IT, DEALERS. THIS PLAN HAS REALLY GOT IT! ( see your jobber for details)

*Raybestos*  
AMERICA'S BIGGEST SELLING BRAKE LINING

RAYBESTOS DIVISION of Raybestos-Manhattan, Inc., BRIDGEPORT, CONN.



RAYBESTOS-MANHATTAN, INC., Brake Linings • Brake Blocks • Clutch Facings • Fan Belts • Radiator Hoses • Industrial Rubber, Engineered Plastic, and Sintered Metal Products • Rubber Covered Equipment • Asbestos Textiles • Packings • Abrasive and Diamond Wheels • Bowling Balls

## Automatics Won't Bite

(Continued from page 48)

cases we offer to roadtest the car. About 75% permits me to.

Taking no more than ten minutes per roadtest, we do about 25 roadtests a day, and in about 25% of the cases find repairs necessary — mostly minor adjustments in bands, linkage or carburetor. If the minor adjustment does not take care of what is wrong, then the transmission has to be taken out. In that case the job may be burned

clutch plates, oil leaks, broken or worn gears that are making an excessive noise.

We try to show and explain to a customer what has gone wrong, and show him the parts out of another transmission that his car will require.

A customer came in yesterday, for example, complaining his shifting was too slow. We adjusted bands and linkage on his car for a charge of \$5.10.

In another case where an overhaul was necessary, we disassem-

bled all parts, cleaned and inspected and made all repairs. Labor on an overhaul comes to \$45, and parts may amount to anywhere from \$90 to \$150.

Right now automatic transmission repair comprises 50% of our over-all general repair volume. It is steadily growing with the aid of word-of-mouth promotion to include a nice volume from used-car dealers in the Virginia and Maryland suburbs. We have even considered specializing in automatic transmission repair, so gratifying have been the rewards.

To independent garages hesitating to take on automatic transmission repair, I can only recommend that they give it serious thought and start tackling it. A mechanic with an all-round repair experience seriously interested in learning how to repair automatic transmissions can be trained in six months.

Garages will ultimately have to go into this field if they want to stay in business. This volume will continue to grow. The dealers will not be able to handle all of it. Besides, you will be in a better position to give faster service at a competitive yet profitable price.

I took a private poll of customer opinion on automatic transmissions, and 96% said they would not go back to a standard gearshift. It appears to me there are no two ways about it: We're in business to repair what the public wants.

The only caution I would add to this advice, once a garage gets into this type of repair, is: Keep the component parts clean, wash them first after removing a transmission, and, second, use only quality parts.

Otherwise, good luck!

## Commercial Credit Income Broke Record in 1954

**C**OMMERCIAL Credit Co.'s net income in 1954 was \$24,228,773, largest in its history, compared with \$23,847,991 in '53 and \$19,814,307 in '52.

Net income per share on common stock outstanding at the end of each period, adjusted for distribution of one share for each share held July 1, 1952, was \$4.86 for 1954, \$5.21 for 1953 and \$4.34 for 1952.

On Dec. 31, 1954, there were 408,245 increased shares outstanding issued in connection with the conversion of 3½% junior subordinated notes during March and August, 1954.

IT'S NEW!

what's new?

LEATHER-NU

## BEST TREATMENT FOR LEATHER AND PLASTIC SEATS!



Packed in handy half-pint cans, 24 to the case. List Price \$1.00

Parko makes a complete line of 57 laboratory tested automotive products

Leather-Nu contains SD-100, a newly discovered leather restorer and softening agent. It cleans, conditions and protects all types of leather and plastic auto upholstery. Leather-Nu restores the color and makes any leather article softer and more pliable.

Your customers will find this new leather treatment extremely effective and easy to use.

**PARKO LEATHER-NU... ORDER YOUR SUPPLY TODAY!**

World's largest manufacturer of rubbing and polishing compounds.

**PARK CHEMICAL COMPANY**

8074 MILITARY • DETROIT 4, MICHIGAN

Parko





**KEEPS 'EM ROLLING!**



And those are the main reasons why Kester's the

**KESTER ACID-CORE SOLDER** helps keep the jobs rolling in fine shape by reducing soldering costs while increasing speed and efficiency.

preferred solder from coast to coast . . . and why it's been so for so many years.

. . .

Don't forget the other Kester products—Radiator Flux Core Solder . . . Plastic Rosin and "Resin-Five" Core Solder for car radio, ignition and other electrical service; also Solid Wire and Bar Solder—Soldering Salts.

# KESTER SOLDER

**COMPANY** 4236 Wrightwood Avenue, Chicago 39, Illinois; Newark 5, N. J.; Brantford, Canada

## We Help Public Crucify

(Continued from page 47)

tried to do business with him.

Credit buying has been over-used, causing the market to drag for months to adjust itself.

A lot could be said here about the need for real salesmen and some sweat-producing selling by dealers, as well as a closer recognition of the necessity for excellent factory-dealer relationship. Those are two phases of this business with which all dealers are ac-

quainted, and we won't pretend to comment on those fields.

However, there's one thing which is beginning to come back into the picture. That's increasing talk of the need for a junker plan.

Kentucky is toying with the idea of creating a plan for junking old cars, with factories, dealers and police cooperating to see that the old crates wind up on the junk-piles.

All of us owe our customers the obligation of seeing that their traveling on the streets and high-

ways is just as safe as we can make it. In too many instances we are not recognizing the responsibility of every reputable dealer to junk old cars or fix up those which are fixable.

Registrations are climbing rapidly, far more so in the South than any other region because of the fast industrializing of the Southern areas with the resultant rise in per capita income. Our highways and streets are slowly being improved to meet this swelling stream of flowing metal. It's our job to minimize the number of jalopies rolling down those ribbons of concrete. It's our business to promote safety by promoting the sale of safe units to replace the ones in which Mr. Skull and Bones may be riding on the next trip.

The market can best be illustrated by the following current statistics:

### Car Age Is High

Did you know that the age of the average car on our highways today is six and a half, compared with five and a half before World War II? With the more powerful engines, with the higher speed which our improved roads permit, it's our duty to lower the age of the average car coming toward us, assuring your own family and mine that it's safer to travel than it used to be when roads were less adequate and cars were older.

Let me say before concluding that I for one believe that the "independents" are going to make the grade. They're going to make it, in my opinion, for a number of reasons.

Perhaps one big factor will be that the factories seem to want to work closely with their outlets. They appear to me to be watching their production to maintain as high quality as possible.

My own factory has given us excellent products this year. We're in a position to make some money, and I feel that we will do it. Our penetration of the market should increase as the months go by in '55.

For our own operation, we are out to give overhead the closest haircut it's had in years and we're expecting to continue to be in on quite a few deals.

The dealer who goes out in shirt-sleeve fashion this year should wind up with a better net profit than the pitiful average of only a percentage point or two last year. We are convinced he will — and that we will, too!

## THE Anthes LINE



### at the Southwest Show

LUSTER TONE is a sparkling chrome-like finish that has both appearance and durability. The first Anthes products to bear this exclusive LUSTER TONE finish are the Anthes directional signals. Now longer lasting, more eye-appealing.

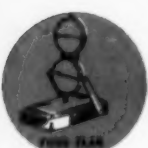
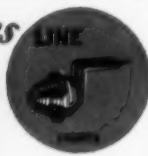
On all Anthes mirrors and clearance lights a superior baked-enamel aluminum finish steps up appearance, with longer protection. Costs no more, adds class. Anthes Force Oil Co., Ft. Madison, Iowa.

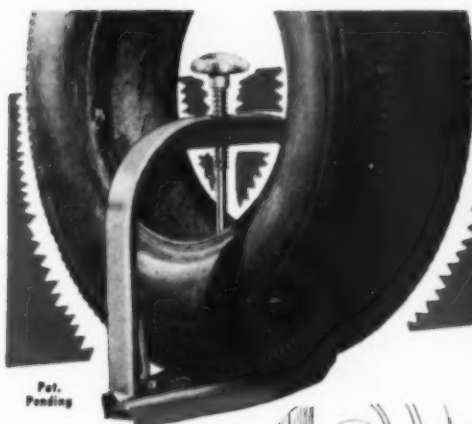


# Anthes

THE FIRST LINE OF SAFETY

... and proud to serve the safest drivers on the road!

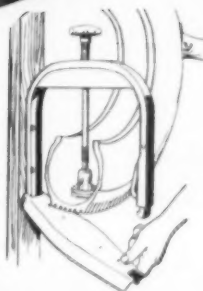




Pat. Pending

### SHOP CLAMP

Mounts on wall or table for heavy duty service. Wide opening for fast, easy positioning. Magnetic pressure foot. Handles tires up to 11:00, and all tubes.



### PORTABLE CLAMP

Carefully engineered for easy handling. Fits any position in tire. Fast running pressure screw, magnetic foot, and other exclusive features.



# MONKEY GRIP offers MOST in Tubeless Tire Repair Materials

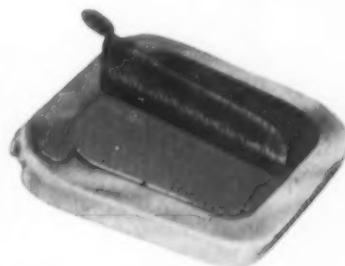
## • Faster, Easier-to-use VULCANIZING CLAMPS

(with the exclusive Magnetic Pressure Foot)



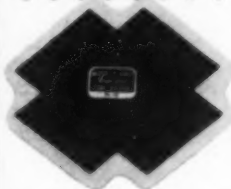
## • FILLER TABS on "Sizzle Patches" Plug the Hole for Safer Repairs

Yes, THIS IS IT! . . . the most complete method for better, faster, and easier Tubeless Tire Repairs. These Vulcanizing Clamps are proving to be time and labor savers — and "Filler Tabs" are tire savers. Compare them all, if you wish, and you'll see why Monkey Grip offers MOST.



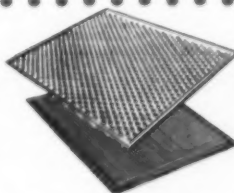
Call or Write for Illustrated "HOW-TO-DO" Literature

• INSPECT THESE MONKEY GRIP QUALITY PRODUCTS AT THE SOUTHWEST AUTOMOTIVE SHOW • SAN ANTONIO • MARCH 31 THROUGH APRIL 3 — BOOTHS 204-205



### Rayon Cord TIRE REPAIRS

77° cord construction. Scientifically designed to provide strong, light weight, permanent repair. Packed in display cartons.



### Feather Flex RUBBER MATS

Available in three sizes, two designs, and eight bright colors to match automobile interiors.



Feather Flex Tire Repairs

Vulcanizing PATCH KITS



All sizes COLD PATCH KITS



Bevel Edge PATCH REFILL KITS



FRICTION TAPE in Display Cartons

# MONKEY GRIP

## MONKEY GRIP SALES CO.

DALLAS, TEXAS P. O. BOX 6170



# LOOK!

## A 5 POUND AIR IMPACTOOL NEW SIZE 404



### lightest and most powerful 1/2" drive in its field!

- RUNS NUTS
- DRILLS
- REAMS
- DRIVES SCREWS
- SAWS HOLES
- WIRE BRUSHES
- TAPS
- BORES WOOD
- DRIVES STUDS
- DRILLS MASONRY

You'll be amazed at the power you get from this new leader in 1/2" drive Air Impactools. Actually does all work which previously required two or more tools. Handles all but the largest nuts and bolts on cars and trucks. Ideal for close-quarter work. Reduces arm fatigue in any working position. Standard attachments convert tool for multiple uses and multiple savings.

The new 404 will help YOU turn out more jobs in less time . . . for more profit. Seeing is believing. Your Ingersoll-Rand jobber will demonstrate this sensational tool in your shop now. Give him a call today!

18A-172

## Ingersoll-Rand

11 Broadway, New York 4, N.Y.



### Dealer Leases Shop

(Continued from page 53)

has to take all the brickbats as well as the credit for the way he serves that public. However, Logan says that so far there have been practically no complaints.

On Logan's part the advantages are at least as great as for the other party to the deal. To begin with, he is risking none of his own capital. At his previous place of business he had money tied up. He is now operating a garage with up-to-date equipment, parts and overhead that someone else is financing.

Another advantage is that in accepting this arrangement he stepped into a ready-made business volume. Most of Lowe's previous car buyers are bringing their vehicles back for most of their servicing. On nearly every new-car sale Lowe accepts a trade-in. He turns many of these trade-ins over to Logan to recondition for resale. He pays him the average price that an individual car user would pay. In short, Lowe himself is the shop's best customer.

#### Special Installations Paid

Whenever Lowe sells a car accessory, such as seat covers, radio, heater, etc., he pays the shop manager to install it.

"Mighty few of my customers know anything about my shop arrangement, though it would make no difference with me if they did know," explained Lowe. "Many of them still come to me with their servicing problems. I carry them back to the shop as I always did and tell the manager what he wants done. Of course, I am still responsible in a way to each customer for good servicing, but I know that under our partnership arrangement Logan will gain more by giving it to him than I would lose by his failure to do so. Under our deal either party can terminate the contract on short notice if unsatisfactory. So far, it is worth too much to both of us for that to happen."

Since Logan has to depend on his own initiative for what he earns, he has done a splendid job whooping up new business. On service jobs he makes a special effort to draw each car owner's attention to repair needs in addition to those for which he is already having his car serviced. Logan promotes complete remodeling and paint jobs.

One new angle he has added to



his shop volume since he took over is the buying up of wrecks. He gets many of these at low prices from the wreck owners or their insurance companies and then does a spic and span job of bone-setting and face-lifting before selling the vehicle at a nice profit.

"I furnish the capital to buy these wrecks," said Lowe, "and all that Logan has to pay me is interest on the money until he can sell the remodeled cars."

On the firm's side of the picture Lowe now has far less trouble getting a car repaired to his customer's satisfaction than under the old arrangement.

"For example," he explained, "one of my customers comes in at five o'clock closing time. Even if Logan is locking the doors he will take the car in and service it right there because it means another job and more money for him. He'll even come back at night, if necessary. You can't imagine how much that means in additional good-will with my car-buying customers who are still looking to me to get their vehicles serviced."

Naturally, even a partnership like this could go sour if the service partner himself isn't carefully selected. Logan's background was found to be one of high mechanical efficiency and diligence. But the partnership incentive of having such an important stake in shop revenue is a big factor in the pay-off.

Maybe this wouldn't work for you, but it does in this case!

### Tune-Ups Jumped 50%

(Continued from page 52)

We like to give our customers the individual attention he and his car should get. We need our customers, and any time we spend in roadtesting cars and explaining the meaning of the meters is time well spent.

For if you convince them that you are scientifically accurate in solving their trouble, and their cars perform accordingly, they tell their friends, and the best promotion in the world is word-of-mouth promotion.

### Chrysler Fills Dallas Post

Chrysler Division has named Fred M. Harris as regional sales manager for its Dallas, Texas, region, E. M. Braden, general sales manager, announced. He was formerly Denver, Colo., regional manager.

## LOOK! A 6½ POUND ELECTRIC IMPACTTOOL

NEW SIZE 5U

25%  
more  
power...

ROTARY  
IMPACTTOOLS

lightest and most powerful  
1½" drive in its field!

Never before has so light an electric tool been able to do so many of your jobs so fast and easily. The new 5U's 25% more power handles all but the largest nuts and bolts on cars and trucks—makes this Impactool ideal for use on today's high compression, high torque engines. You get extra speed and power on universal joint and angle head jobs. You get multiple uses with easy-to-apply standard attachments.

For time, effort and money savings, nothing can compare with the new 5U. See a demonstration of Ingersoll-Rand's 2U, 5U, 8U and 34U Electric Impacttools in your shop now. Call your Ingersoll-Rand jobber today!

18-173

# Ingersoll-Rand

11 Broadway, New York 4, N.Y.



AIR COMPRESSORS



IMPACTTOOLS  
ELECTRIC



IMPACTCUTTERS



TIRE TOOLS



AIR STARTING  
MOTORS

Originators of Impacttools

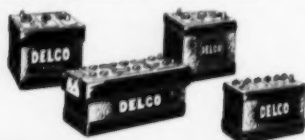
AIR & ELECTRIC

- RUNS NUTS
- REAMS
- DRIVES SCREWS
- SAWS HOLES
- DRILLS
- WIRE BRUSHES
- TAPS
- BORES WOOD
- DRILLS MASONRY
- DRIVES STUDS

# DELCO OFFERS EVERYTHING

## A BATTERY FOR EVERY REQUIREMENT

Delco offers four complete lines covering all applications—Original Equipment, Economy, Extra-Duty, and Farm Tractor lines.



## AGGRESSIVE NATIONAL ADVERTISING

Delco's appearance in these leading consumer magazines reaches a combined audience of 15,250,000—motorists in every community.



# DELCO

*Thunderbolt*

A NEW WORD FOR POWER

## LARGEST READY-MADE MARKET...

You can quickly prove this by checking the cars that pass your place of business. Almost *half* of them are originally equipped with Delco . . . the leading new car battery. Further proof of Delco's popularity is found in the fact that Delco also leads all other batteries in replacement use. This means that the Delco dealer has a large and profitable *ready-made* market for his batteries.

Add to this Delco's strong advertising and merchandising support, its performance record, and its complete line—you will see that the Delco line offers you every sales advantage a battery line can offer! It's a sales opportunity you don't want to miss!

A GENERAL MOTORS PRODUCT

# YOU WANT in a battery line!

## STRONGEST MERCHANDISING SUPPORT EVER!

This program consists of signs, display stands, service kits, and everything else you need to increase battery sales.



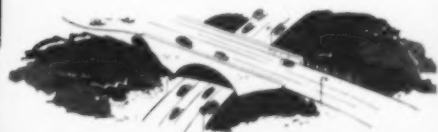
## LOWELL THOMAS' CBS RADIO SHOW

Every week, five nights a week, this famous newscaster delivers sales messages that help you sell more Delco batteries.



## UNSURPASSED PERFORMANCE

As a General Motors product, Delco batteries are backed by the experience that built 50,000,000 cars!



★ Listen to Lowell Thomas on CBS Radio Network—see Your Newspaper for Time and Station



SERVICE

A UNITED MOTORS LINE

## Shining Up Profits

(Continued from page 41)

During the contest no one in Albuquerque is safe from being approached. Girls in the office solicit their friends and neighbors. They even approach people they know who happen to come into the showroom.

Counter men in the parts department push the polish the year 'round and during the contest they push polish jobs. When they get a prospect, they signal for a serv-

ice salesman to close the deal. With this exception, all other employees do their own selling.

"During the year," said Gardner, "we turn out over 4,000 polish jobs. We'll do 1,200 new cars, 1,500 used cars and 1,300 to 1,400 customer jobs. The contest involves customer jobs only."

The job is priced at \$16.50. Polish boys get \$6.50. Cost of materials amounts to \$2 and a wash job is figured at 70¢. Add the \$2 commission and this leaves a gross profit of \$5.30. During the last

three-month contest, the 678 polish orders brought a gross profit of \$3,590.

"Through contacts made soliciting polish jobs," Gardner explained, "we have accumulated many new service customers. This new-customer gain for our service department would absorb the overhead involved in our polish department."

Because of the volume, most polishing is done outside the shop in the corner of a building used for the body shop. Space thus utilized is not needed for any other profitable phase of the business.

## Look at Tires

(Continued from page 51)

when a wheel is in balance. Doing the entire unit together makes customers aware of a more satisfactory job, and brings us increased business from the friends of happy customers.

The increasing business that we see ahead in wheel balancing and wheel alignment will come chiefly through word-of-mouth promotion. Our two mechanics whom I have trained myself in doing a competent job are alerted to tire wear and feel, and talk up this service. Customers we have pleased with a wheel-balancing job tell their friends and neighbors. But we have had no need for promoting by newspaper or direct mail.

Growing volume, we think, will come to any garage willing to take the pains to observe tires and talk up defects to drivers.

## Oklahoman to Head Up Truck-Trailer Makers

THE Truck-Trailer Manufacturers Association elected R. R. King, American Body & Trailer, Inc., Oklahoma City, Okla., as president at its recent convention in Boca Raton, Fla.

Southerners among the directors chosen were John Andrews, Andrews Industries, Inc., St. Louis, Mo., E. J. Lucas, Kingham Trailer Co., Louisville, Ky., and George Mercer 3rd, Steel Products Co., Savannah, Ga.

Among other resolutions, the association decided to support immediate repeal of federal excise taxes on truck-trailers, components, accessories and parts. It declared opposition to any legislation which would result in a monopolistic invasion of the trucking field by railroads.

## "Shoulda used Aero-Seal"

• Just plain horse sense makes car owners and mechanics prefer Aero-Seals. These quality hose clamps are winners in any race. The precision worm gear drive means a tight, leak-proof connection that vibration can't snap open!

AERO-SEALS' corrosion-resistant stainless steel band gives longer service life... uniform clamp pressure leaves hose unpinched, damage-free... Re-usable again and again... will outlast the hose. Easiest hose clamp installation and removable with a screwdriver, AERO-SEALS come in a complete size range.



**DON'T FALL FOR IMITATIONS!**

You and your customers will profit when you feature quality by featuring genuine



BREEZE CORPORATIONS, INC. 700 Liberty Avenue, Union, N. J. 



# more than a replacement part . . . **A TRUE IMPROVEMENT IN IGNITION!**

*New* **nylon rubbing blocks**

for a new high in sustained efficiency

**stainless steel springs**

for a new high in enduring dependability

*these two new  
advancements*

combined with Filko  
exclusive Crown Jewel Quality  
features listed below, set new  
high standards for prolonged  
ignition service.

- ① Hydrogen-brazed pure tungsten points
- ② Rigid one-piece deep channel arm
- ③ Pure hard fibre machined bushing
- ④ Balanced for speed range efficiency
- ⑤ Perfected for functional precision

*Another triumph* for Filko ignition engineering! Since the  
announcement of the Industry's greatest ignition development—  
Pre-Set Contact Combination—Filko has added new functional  
perfection to all Crown Jewel contacts through the exclusive use of  
*more enduring materials . . . Nylon Rubbing Blocks and  
Stainless Steel Springs!*

Thus, two outstanding leadership achievements mark  
new milestones to greater  
profits and satisfaction in quality  
ignition service . . .

Patent No. 2599373  
Other patents pending

**filko**

. . . created, developed and patented

*'the Crown Jewels of Ignition'*

G-702RR

F. & B. Mfg. Co., 4248 W. Chicago  
Ave., Chicago 51, Ill. Warehouses  
in Los Angeles, Oakland, Fort Worth,  
New York, Boston, Cleveland, Atlanta, Miami

## Monkey on Service's Back (Continued from page 50)

ty of the service department lies in its ability to offset the fixed overhead of the business by its profit, thus freeing the sales manager from the necessity of including in his evaluation of each deal the unabsorbed portion of expense that is left when the gross profit is subtracted from the overhead. This is often the weight that swings the balance of competition, since the sales department can afford

to take a less profitable deal, secure in the knowledge that any profit made is net profit to be put in the bank, not cut into by unabsorbed expense.

To attain such an ideal state of affairs the service manager must review his operation in terms of gross profit, not just volume alone. Each man's performance must be weighed to determine if he is really making money for the company. Unprofitable departments must be eliminated and more emphasis placed on the sale of items which

deliver a larger percentage of return. Each expense that is not directly recovered on a customer repair order must be carefully scrutinized and all buying of shop supplies should be closely controlled.

The waste of any of the above supplies can add up quickly to loss of profit and all employees must be schooled to think along these lines. Incentives should be used to make each employee feel a stake in profitable merchandising of service, with customer satisfaction above all.

No other division of a new-car agency has such a direct bearing on sales and profits, and the present accelerated pace of selling amplifies the importance of this role. The very life blood of the business may well be the stream of cars that flows through the shop, bringing potential new-car buyers for the still more competitive years to come, back to an establishment that inspires a feeling of confidence.

## Chrysler's Handles, Locks

(Continued from page 66)

is out and that the shaft is aligned with handle before attempting to install the assembly.

Exterior door handles:

These handles are of a combination push-pull type. This is a flush type handle which requires pushing a button on the handle to open the door. Due to the arrangement of the cams and springs in the door handle, the handle may be returned to flush position by pushing the button back without opening the door. When the handle is returned to its flush position its snap action is cushioned by a rubber bumper which contacts the end of the handle.

The removal of this handle does not require the removal of the trim panel. The attaching screw is accessible when the door is opened. The other end of the handle is held to the body by a grooved boss, capped with a screw which engages a spring clip in a "T"-shaped slot in the door panel. After screw has been removed, door handle can be lifted from the spring clip secured in the "T"-shaped slot of the door panel.

Installation of door handle:

To avoid damaging finish when installing door handle, use masking tape around door handle opening and install handle in reverse of removal. Remove masking tape before tightening locking screw.

## Amazing New SPIRO SANDING DISC

# WORKS 12 TIMES FASTER!



**Patented Spiral Design . . .**  
**Proved in actual shop use**

**FASTER** Spiral-patterned pure aluminum oxide abrasives provide extra "tooth" over entire sanding surface—resist gum-up—brush clean in seconds.

**COOLER** Revolutionary, new spiral design creates cooling currents of air flowing over work. Prevents heating and buckling of metal.

**CLEANER** Spiral design directs waste to right and down for cleaner, more healthful shop, safer work.

Finer, tougher grits do more jobs faster. The SPIRO 24 grit outperforms conventional costlier 16 grit discs, 80 grit eliminates many hand filing and buffing jobs. Long-wearing SPIRO DISCS never dry out, can't crack, are forever waterproof.

**SOLD ONLY THROUGH JOBBERS AND DISTRIBUTORS!**

## SPIRO, INC.



SEE THEM AT  
THE SOUTHWEST  
AUTOMOTIVE SHOW  
San Antonio, Texas  
Booths 53, 54, 55, 56, 57

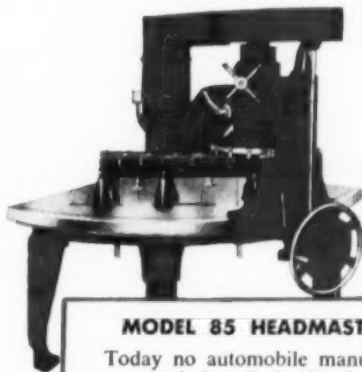
# STORM-VULCAN

## ENGINE REBUILDING MACHINES

*Mean Better Performance - More Profits*

### PROFIT-MAKING EQUIPMENT FOR YOUR MACHINE SHOP

Storm-Vulcan, Inc. is proudly maintaining the reputation for engineering quality and dependability established through 35 years of service. Thousands of our earliest machines are still in daily use. Why not investigate these high production machines for your shop now?



#### MODEL 85 HEADMASTER

Today no automobile manufacturer grinds cylinder heads! So, why not restore the original finish when resurfacing heads by **MILLING** them on the Storm-Vulcan Headmaster. Just one sweep of the exclusive carbide tipped cutter across the head removes all necessary stock with positive control amazingly fast!



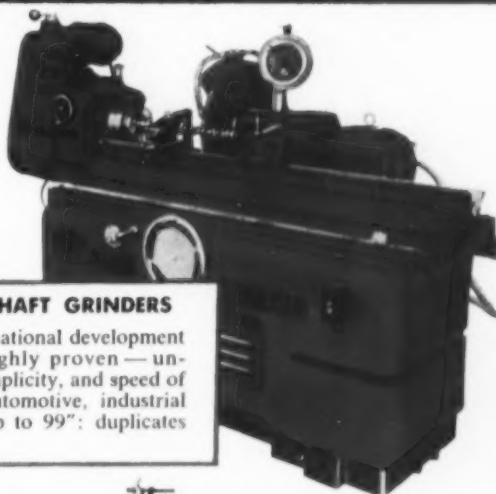
# NEW!

#### MODEL 40



#### PARTS CLEANING MACHINE

Only 40 inches from floor! Here is a large capacity (holds 3 to 5 engine block) cleaner with new convenience for handling parts. Powerful Turbo-Blast agitation cleans fast and thorough at low cost.



#### MODEL 75A CAMSHAFT GRINDERS

The industry's most sensational development of the decade! Thoroughly proven — unequaled in precision, simplicity, and speed of production. Handles automotive, industrial and diesel camshafts up to 99": duplicates any cam profile.



#### MODEL 15A CRANKSHAFT GRINDER

No other machine has ever approached the performance of Storm-Vulcan Crankshaft Grinders for precision, speed or economy of operation! Handles crankshafts up to 62 inches between centers.

### WIRE or WRITE FOR COMPLETE NEW CATALOG

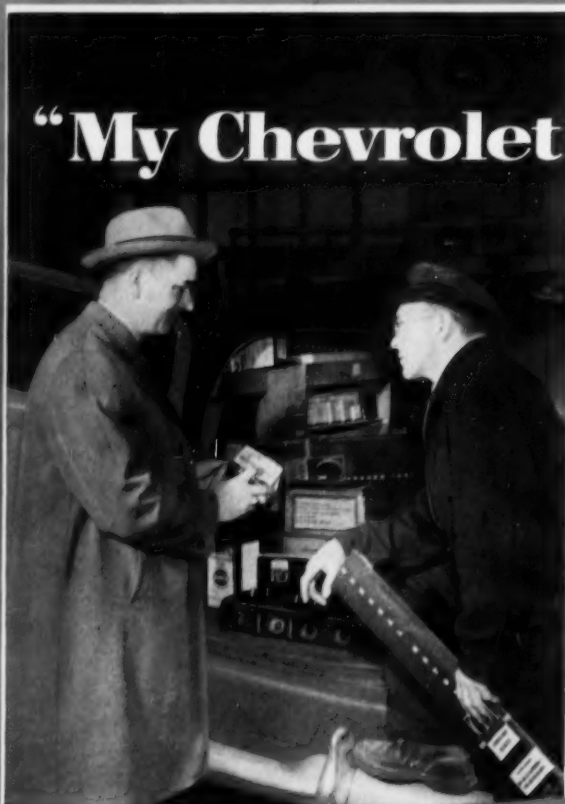
Storm-Vulcan, Inc. also manufactures Cylinder Boring Bars, Rod Aligners, Rod Straightening Presses, Cylinder Hones, Piston Grinders, Rod Grinding and Boring Machines.



## STORM-VULCAN INC.

2225 BURBANK STREET  
DALLAS, TEXAS

Quality • Dependability • Service... for over 35 years



# “My Chevrolet Dealer is my partner in service!”

Take It from a Leading Independent Serviceman:

“When I need service information, special tools, or even tips on service, my Chevrolet dealer is the man I turn to. He has never let me down yet. I appreciate this because so many of my customers drive Chevrolets.”

HAROLD RUPE  
RUPE'S MOTOR SERVICE  
R. R. 1, SOUTH BEND, IND.

Independent Servicemen get these

# 4

## Big Benefits



### 1 Technical help in service problems

Booklets like the Repair Manual help you solve tough problems quickly by showing best and quickest installation methods. On all tricky service problems, see your Chevrolet dealer.



### 2 A complete line of Chevrolet parts

Your Chevrolet dealer is one, convenient source for all Chevrolet parts—not just a few, but all of the more than 22,000 parts serviced. He can assure prompt delivery.



### 3 Increased service efficiency

The right parts do the job best. They are made to fit right . . . function better . . . last longer. It pays to do business with your Chevrolet dealer — your partner in service.



### 4 Quality you can depend on

Your Chevrolet dealer handles Chevrolet parts that are precision-built for dependability. Buy your Chevrolet parts from the man who specializes in them — your Chevrolet dealer.

### Tie in . . . cash in!

LIFE advertisements like this create demand for and pre-sell your customers on Genuine Chevrolet Parts. Take advantage of this national advertising by using Genuine Chevrolet Parts. It's just good business!



Now more than ever—  
**YOUR CHEVROLET DEALER IS  
READY, WILLING AND ABLE  
TO SERVE YOU!**



## Tubeless Almost Went Flat

(Continued from page 44)

The net result of the first meeting was that a modest sum was authorized for further development, but the engineering group was advised that if this tire was ever to be a factor in the passenger-car field it would have to have very unusual advantages that could be felt, seen and demonstrated.

Nearly a year after the first meeting, a second meeting was held in the same typical factory development engineer's office, and another tire was shown to the sales people.

This time there was a tubeless tire that the tests indicated had definite advantages — giving an easier, smoother, better ride. However, a new feature had been added. This time a thick, gummy substance had been made a part of the tire, and by the insertion of this puncture-sealing material we now had a tire without a tube that would seal punctures on a running wheel—thereby eliminating the flat-tire hazard.

### It Had Sales Appeal

Here was a tire that had sales appeal—a tire that would ride easier, that would eliminate the demon inner tube that was so often punctured in its application to the wheel, was guilty of going flat when a nail entered the tire and was the primary cause of blow-outs. Here was a tire that actually sealed punctures and gave a feeling of security.

As a result of this enthusiasm, larger sums of money were authorized for the necessary building of a quantity of tires for roadtesting on our fleet and, of course, on our executives' cars and field sales organization in order to gain further knowledge of the performance of this product; and to find out if there were any bugs that would develop in rigorous tests as well as in the service of the more normal user.

Almost a year of extensive testing and improvement of this product taught us many things about the application, servicing and care of the tubeless tire. We realized we had a job on our hands of teaching hundreds of thousands of people, engaged in the servicing of automobiles, how to mount, dismount, repair and recap this new product—if and when BFG took it to market.

Our management was satisfied this tire would seal punctures, would give a better ride, and the elimination of the tube was real progress. However, we tested public reaction through our business research department.

Typical answers received were: "How would you ever hold it on the wheel."

"I'd be afraid to ride on a tire like that."

"There ain't no tire built that can hold air without a tube."

Why does this tire hold air? It

is a simple story. It has to do with the fact that a new kind of rubber, called butyl, was developed during the second world war. This butyl rubber in tubes has ten to twelve times greater resistance to the loss of air than tubes made with crude rubber. By making the butyl tube or liner an integral part of the tubeless tire we trapped the air and held it in the tire. It could not leak through or diffuse into the body of the tire as is possible in tires of conventional construction.



## DETROIT...1965

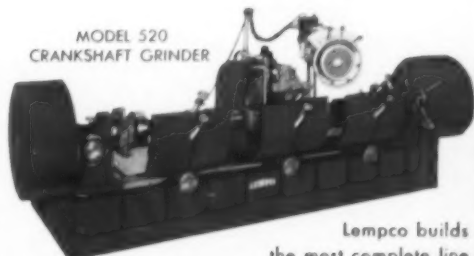
What automotive miracles will be wrought on the drawing-boards of Detroit in the next ten years? What's the limit on SIZE...on HORSEPOWER?

These questions concern you now, because the machine tools you buy today must work on the cars, trucks, tractors and busses of tomorrow.

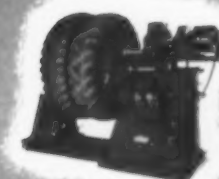
One way to be sure your automotive machine tools will have a long profit-making life is to make sure they bear the name LEMPCO—which means they are "forward-designed", with the future in mind!

LEMPCO PRODUCTS, INC. • BEDFORD, OHIO

MODEL 520  
CRANKSHAFT GRINDER



Lempco builds  
the most complete line  
of Crankshaft Grinders in America



SDH DRUM LATHE



545 GRINDOMATIC



DY-NAMIC BALANCING  
MACHINE MODEL 354-BR

# LEMPCO

for 35 years...a leading  
builder of machine tools

# DIXIE Safety

## FEATURES MEAN EXTRA SALES TO YOU!



**"SERVICE BULLETIN" KEEPS REPAIR MEN SOLD ON TROUBLE-FREE DIXIE.**

Sell our complete line!

- Rotary
- Hand
- Reel Type
- Electric

See your Jobber today or write for catalog, prices, complete information

**MODEL R1-20**  
No. 1 Seller Rotary Mower direct drive; 2 HP, vertical shaft, 4-cycle engine.



**DIXIE POWER MOWERS  
SOUTHLAND MOWER COMPANY  
SELMA, ALABAMA**

Please send me complete details on how to make more trouble-free sales with Dixie Mowers.

NAME \_\_\_\_\_  
FIRM NAME \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_ State \_\_\_\_\_

Also, we placed ridges on the bead, and as the air is applied, these rim seal ridges are pressed against the rim flange. Even under the most abnormal driving conditions, tubeless tires cling snugly to the rim and wheel.

As we look back, it is easy to see how that we overstressed the question of service because actually a tubeless tire today is easier to apply—with the drop center rim used on passenger tires—than the average tire and tube combination. However, in introducing a new product extra care must be taken to make sure proper service is rendered, because failures in a new product are far more serious than the same thing happening in an accepted or so-called standard article of merchandise on the American market.

### Tubeless Unveiled in '48

We introduced the tubeless tire for sale in Cincinnati, during 1948, and you know that when any product is turned over to the public, something always turns up that even years of careful testing has never uncovered. Some weaknesses were discovered in the early version of the tubeless tire and a number of production methods were developed to improve the product.

As with McCormick, Wright brothers, Robert Fulton, etc., we were scorned by good men—good merchandisers.

What happens in a tubeless tire which is unfortunately bruised? If a bruise break does occur, air passes slowly through the rupture in the tire and instead of a sudden blow-out you have a slow-out—a slow, safe flat.

The 1948 tire was a puncture-sealing tire. In 1952 we introduced a tubeless tire without puncture-sealing material. This new product had most of the features—it was tubeless, it gave an easier ride, it assured slow-outs instead of blow-outs—but it did not seal punctures. By eliminating the puncture-sealing material we had a tire lighter in weight and, as a consequence, a product that gave automotive engineers some very definite advantages.

As a final stamp of approval, tubeless tires are standard equipment on 1955 models of all major passenger-car manufacturers.

Excerpts from an address before the Atlanta (Ga.) Fleet Superintendents Association recently.



## It really takes **"Muscle"** to keep your car riding like new

Make your own "muscle test" soon. Just try to compress or extend a new, full-power shock absorber! That's the kind of "muscle" it takes to keep your car riding like new—to control the springs, stabilize sideways, keep all four wheels on the road. When shocks lose that "muscle"—and they do wear out!—your car is free to buck and sway, it steers hard and tires wear faster. Why take the chance? Ask your repairman to check your shocks now. If they've leaked and gone "flabby", ask him to replace with genuine Briggs Ride Control . . . all-weather shocks with exclusive "Hydro-Muscle" power sealed in steel—for the ride of your life—for the life of your car!

THE BRIGGS SHOCK ABSORBER COMPANY • CLEVELAND, OHIO  
Division of The Gabriel Company



# BRIGGS

Hydro-Muscle  
RIDE CONTROL

## in the **POST** April 9

April is Ride Control Month—*Profit Month* for the shop with a 12-shock assortment of Briggs Hydro-Muscle Ride Control. Powerful ad at left hits your customers in April 9 Saturday Evening POST. Be ready! Get your Briggs 1250 or 1254 assortment, get FREE tie-in display tools *now*.



**EVERYTHING TO TIE IN**—included with assortment: wire display rack, window banner, application wall chart, sales badges, inspection folders, ride control facts, selling pitch . . . all for the price of 12 shocks alone!

no wonder BRIGGS business  
is BIG business!

## North Carolinians Fight 3% Sales Tax As Many Dealers Struggle to Survive

**D**URING the past year 12% of North Carolina's dealer body has gone out of business and many more are fighting for survival, according to Fred H. Deaton, Statesville, former president of the North Carolina Automobile Dealers Association and chairman of this year's legislative committee.

The association has urged dealers to staunchly oppose the proposed change of the \$15 maximum sales tax to a straight 3%, and not to agree to any compromise.

Deaton stated that dealers now have to absorb much of the \$15 maximum tax and would have to absorb even more of a higher tax and "respectfully submitted" that the current 40% of total state revenue is the motor vehicle's fair share of the state's taxes.

At a recent meeting of the legislature in Raleigh, Armistead Maupin, NCADA's general counsel, presented the dealers' case from the consumer's standpoint, showing the motor vehicle as a continuing source of revenue. As for the \$15 maximum, he pointed out, such a limit does not apply to a motor vehicle because the revenue department has held that accessories also must be taxed at 3%. Average sales tax on a new automobile is now \$22.35.

It is estimated by the Automobile Manufacturers Association that \$555, or 27.74%, of the cost of

a \$2,000 new car is taxes.

Maupin said that the consumer, in paying 40% of the state's total revenue, paid all of the highway fund and \$14 million into the general fund. This \$14 million is exclusive of income tax funds to which dealers and highway users contribute also.

## GM's Scholarship Plan Attracts Thousands

**G**ENERAL Motors' recently announced plan to provide 100 college scholarships each year as a phase of its new program of financial aid to higher education had attracted over 10,000 high school seniors by late February.

Deadline for applications was March 5.

Awards range from \$200 up to \$2,000, depending on "demonstrated need" of the winners.



**Herbrand**  
INTRODUCES

**COMPLETE**

**First Major Puller  
Improvement In years**

Now—from Herbrand—you can secure advanced design Pullers to answer virtually every automotive requirement. Only 8 parts instead of 12 or 16. They assure big savings in time and effort on all jobs requiring removal of gears, bearings, bushings, pulleys, grease retainers, oil seals, hubs, steering wheels, balancers, etc. All models are adjustable to wide range of applications—easily adaptable to annual changes in car designs.



**QUICK-LOCK FEATURE**

Spring steel locking arm slips instantly into grooves in integral link pin, thereby locking link securely in position. Jaws reversed or readjusted at a quick simple flick of the finger. No bolts, nuts, or pins to lose or misplace.

James A. Ayers, Cadillac-Oldsmobile dealer of Chattanooga, Tenn., and past president of the Tennessee Automotive Association, has been appointed chairman of the business management committee of the National Automobile Dealers Association, NADA President Frank H. Yarnall announced on Feb. 28.



**No. 830 6" REVERSIBLE JAW PULLER**  
Here is a quick reversible puller for all types of automotive work. Designed for maximum safety and efficiency. As more force is exerted, the tighter the jaws grip. **QUICK-LOCK** feature enables user to quickly reverse puller jaws. Has a spread from 0" to 6" and a reach of 3 1/2". **Mechanics net \$8.10**

**No. 832 4" STRAIGHT JAW ADJUSTABLE PULLER**  
This puller is a single end, two jaw puller that is designed for removing generator, magneto gears and bearings as well as pinions, timing gears and other parts that are difficult to remove. Spread—0" to 4". Reach—3 1/2". **Mechanics net \$5.30**

The Nos. 830 and 832 Pullers are Herbrand's **TOOL-OF-THE-MONTH** selection.



## This Business of Service

(Continued from page 39)

These letters show that what will please one customer will not please another. But to do our job we must please both.

How?

The list of reasons why customers change from one service department to another is a big one, but since we have limited space we will consider only a few.

1.—Lack of confidence. When they enter the service department

they usually have lost a certain degree of confidence in the product.

Their reaction to their reception during the first few minutes will have a great deal to do toward restoring the confidence in the product and the "House." We must greet them promptly and courteously to inspire confidence.

(And for goodness sake, advise him in advance just what repairs will be necessary to correct the trouble. Also, the exact cost of these repairs.)

2.—We must understand his needs.

We must advise—and correctly.

He wants a tune-up. We should find out why: Gas mileage? No power? Lack of speed?

A general tune-up may not catch the cause of the complaint and if it doesn't, he is unhappy.

After the service advisor has correctly diagnosed the cause of the complaint and has listed the required repairs on the work order, it then becomes the responsibility of the foreman and the mechanic to properly supervise and perform the necessary work.

Failure to do this results in come-backs.

In referring to come-backs, it would be dangerous to forget the dissatisfied customer who does not come back to complain. This customer simply takes his business elsewhere. Because we can't see his dissatisfaction, we sometimes forget that he is a more real loss to the service department than the come-back customer is.

He is a potentially bigger financial loss because we don't have the second chance to regain his confidence, as we do with the customer who returns to complain.

The unhappy "don't come-backs" are gone forever and we never know how much bad advertising they will spread among their friends.

If all service department employees could be made to realize the customer dissatisfaction caused by "come-backs", our major problem would be solved.

Good performance by the salesman, the service manager, the mechanic or anyone with whom the customer comes in contact, is rendering SERVICE. And if they get service, they'll be satisfied and continue to give us their business.

## Miami Motorama Attracts Far Bigger Throng

OFFICIAL attendance for the nine days of the General Motors Motorama at Miami, Fla., this year was 364,073, compared with 318,542 last year—a 45,531 increase.

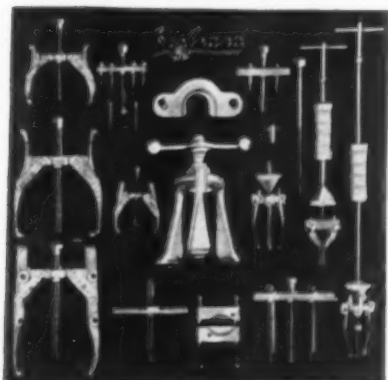
Harlow H. Curtice, president, said, "The enthusiastic interest in our 1955 products displayed by Motorama visitors in New York and Miami is an indication of the market that awaits a manufacturer who offers outstanding values. It reinforces my conviction that our economy will reach a new peak in 1955."

# LINE OF PULLERS

## The only Puller Line with the Exclusive QUICK-LOCK Feature

Remarkable QUICK-LOCK on linkage permits adjustment, reversal, or removal of Puller jaws in seconds. There are a total of only 8 parts instead of customary 12 or 16. Jaws can't slip off work...grip tighter as extra force is exerted. Herbrand Pullers are forged from special alloy steel and cadmium

plated for greater durability and finer appearance. Buttress type threads afford  $\frac{1}{3}$  more strength than conventional V type design. From every standpoint, these Herbrand models will set the pace in Puller design for years to come. Write today for full details on complete line.



## DISPLAY MERCHANDISER No. DB-18

30"x 30" Merchandise provides eye-catching display of entire line of Herbrand Pullers. Includes No. 825-C Universal Wheel Hub Puller, No. 830 Six Inch Reversible Jaw Puller, No. 831 Eight Inch Reversible Jaw Puller, No. 832 Four Inch Straight Jaw Adjustable Puller, No. 833 Ten Inch Straight Jaw Adjustable Puller, No. 835 Steering Wheel Puller, No. 861 Timing Gear Puller, No. 862 Harmonic Balancer Puller and Driver, No. 866 Slide Hammer Puller, No. 867 Pilot Bearing Puller, No. 868 Three-Way Medium Duty Puller, No. 869 Cross Arm Puller, and No. 872 Gear and Bearing Splitter.

The Tool Line With Turnover —Not Leftovers!



**Herbrand Tools**

Fremont, Ohio

THE BINGHAM-HERBRAND CORPORATION



The first Chevrolet Nomad rolls off the production line at the Atlanta, Ga., assembly plant. On hand as workmen put final touches on the new model are (l. to r.): L. R. Mason, plant manager; Chester G. Meng, divisional superintendent of production, and Henry R. Stuessel, general foreman of the passenger line.

## Selling—Top to Bottom

(Continued from page 38)

representative on the street selling to independent garages, gains in parts sales volume amounted to 30% during '54 over the previous year.

In the body shop and service shop, each mechanic working on a 50-50 basis has an established quota depending on individual ability. Under the incentive pay plan a certain percentage was awarded a mechanic on the amount of labor sales in excess of his quota. This resulted in a 62% increase in body labor in '54 over the previous period. This and the 53% increase in the shop's total labor sales meant higher earnings for the mechanics. Our top mechanic made \$150 and over a week and our average mechanic in the shop \$100 a week.

We made every effort to bring increased traffic and volume into the service department by offering free lubrications on the first birthday of a car, or one year from the purchase date.

To all newcomers to town we make get-acquainted offers of free lubrications through direct mail.

Our service writers are kept busy soliciting by telephone ten persons per writer per day of customer names obtained from our service manager.

The all-out effort of each individual in our organization to realize his goal, and the collective effort and zeal to achieve, account for our results.

## Memphis Used-Car Men Elect

The Memphis (Tenn.) Used-Car Dealers Association has chosen these officers for the coming year: Paul Renfro, president; Hugh Cullen, vice-president; Johnny Cox, secretary - treasurer, and Claude Shute, treasurer. New directors are Woodrow Wilson, Pat Patterson, George Andrews and Roy Cortner.

For  
Home & Shop!  
For Big-Profit  
Resale!

## The Fan Of 1001 Uses!

*Fast-Cooler*

**HANDI-FAN**

16" Model U 16

Carry it  
anywhere—  
weighs  
only  
20 lbs.



Greatest fan bargain on the market! Thousands will be sold and used by dealers, shops, service stations, offices, homes. Here's **YOUR OPPORTUNITY** to make money, save money, with Associated's resale fan program!

**HANDI-FAN** instantly adjusts to deliver air up, down, straight ahead, or at any angle. 3 speeds—1800, 1450, and 900 cfm. 4 polished aluminum blades—snap-out safety grills both sides—all steel construction—beautiful silver-blue baked enamel finish—full year guarantee.

### MORE FAN VALUES!

- 20" Reversible Push Button Exhaust and Intake Fan
- 20", 16", 12" Exhaust, Intake and Circulator "Move-About" Fans
- Other high-volume window and pedestal air movers and coolers

Write For Catalog Pages!



**CIRCULATOR FAN...**  
Move it, set it, wherever high volume cooling is wanted



**EXHAUST FAN...**  
Window fits into "U" clip on fan; holds it in place

**INTAKE FAN...**  
Turn fan over to flood room with cool outside air



**HASSOCK FAN...**  
Circulates continuous stream of cool air throughout room

**ASSOCIATED EQUIPMENT CORPORATION**



# Quality Control

**PUTS THE WORLD'S BEST  
BEARINGS IN YOUR HAND  
WHEN YOU SPECIFY  
FEDERAL-MOGUL**

## 108 TESTS ASSURE QUALITY

Some types of our bearings get as many as 108 different inspections. These include visual, mechanical and special inspections, including analyses and temperature controls. Others may require only half that many tests to assure top quality. But, regardless of the bearing or bearing part you need, you can be sure of this:

If it comes to you in the red-and-black Federal-Mogul box, it's tops in quality and accuracy for the job it has to do!

**You can depend on your  
Federal-Mogul Jobber!**

**FEDERAL-MOGUL SERVICE**

Division Federal-Mogul Corporation  
**DETROIT 13, MICHIGAN**



# Top Performance



Always use Delco-Remy breaker plate assembly when servicing Delco-Remy distributors.

A GENERAL MOTORS PRODUCT



A UNITED MOTORS LINE

DISTRIBUTED BY WHOLESALERS EVERYWHERE



# Makes 'Em Top Sellers

## DELCO-REMY COMPLETE BREAKER PLATES

### MAKE REPLACEMENT EASIER, SURER

There are plenty of customer advantages to help you sell Delco-Remy pre-adjusted, center-bearing type breaker plate assemblies . . . extra advantages, too, for the man who does the installing. Fact is, all he does is put the plate in the distributor! Contact points are already aligned, spring tension already adjusted, condenser mounted, and clearances already checked. Looking at it from the mechanic's viewpoint, Delco-Remy's complete replacement breaker plate assembly is a real time and work saver when servicing Delco-Remy distributors.

And here are the mechanical advantages the Delco-Remy complete breaker assembly offers the customer:

- Scientifically spaced support bearings provide maximum stability under all operating conditions.
- Smooth motion of movable plate on molded anti-friction bearings allows quick, accurate response to sudden engine-speed changes.
- Built-in oil-retaining felt provides dependable, long-term lubrication.
- Chemically treated support plate increases service life by resisting surface corrosion and "grooving."

Breaker plate assembly packages are available to cover the original equipment replacement needs of many 6- and 8-cylinder late-model passenger cars from 1949 through 1953.

See your United Motors catalogs for complete description and application data. Then order a stock of Delco-Remy breaker plate assemblies from your United Motors distributor.

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**Delco-Remy**  
**Thunder-Volt**  
ELECTRICAL SYSTEMS

DELCO-REMY • DIVISION OF GENERAL MOTORS • ANDERSON, INDIANA

SOUTHERN AUTOMOTIVE JOURNAL for March, 1955

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103



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**102 MODEL NUMBER INTERCHANGE**—Handy reference sheet with complete listing of all passenger cars by model number interchangeably with model name. Saves look-up time by including car model data not found elsewhere. Useful as a supplement to every automotive parts catalog. Kem Mfg. Co., 20-21 Wagaraw Rd., Fair Lawn, N. J.

**105 WAGNER AIR BRAKE AND ROTARY AIR COMPRESSOR BULLETIN**—Discusses in detail straight air and air-over-hydraulic air braking systems. Contains an explanation of the operation of the Wagner Rotary Air Compressor complete with diagrams, cross section drawings, and photographs. Lists by catalog numbers component parts as well as field installation kits. Write for Catalog KU-201, Wagner Electric Corporation, 6362 Plymouth Avenue, St. Louis 14, Missouri.

**108 12-VOLT ELECTRICAL EQUIPMENT FOR PASSENGER CARS**—A 20-page book covering the description, care, maintenance, checks, and servicing of the latest type Delco-Remy 12-volt electrical equipment used on passenger cars. 44 illustrations covering the charging, cranking and ignition circuits, etc. Technical Literature Department, Delco-Remy Division, Anderson, Ind.

**109 AMMCO HONING, ENGINE REBUILDING, AND BRAKE SERVICE TOOLS AND EQUIPMENT**—Catalogs describing the Ammco line of Wet and Dry Pin Fitting Honing Machines, Brake Shoe Grinders, Brake Drum Lathes, Brake Shoe Setting Gages, Brake Drum Micrometers, Brake Cylinder Hones, Con-Rod Aligners, Main and Camshaft Bearing Honing Machines, Ridge Reamers, Cylinder Hones, Surfacing Hones, Torque Wrenches, Small Bore Hones, Tappet and Rocker Arm Grinders and other tools. Ammco Tools, Inc., 2110 Commonwealth Ave., North Chicago, Illinois.

**111 SELECTED GUIDE OF SPECIALIZED LUBRICATION TOOLS**—Set up in chart form covering 19 makes of cars and 8 specialized tools. Especially helpful to inexperienced operator, making it practically impossible to select the wrong gun or accessory for any given operation. Also has chassis drawing pointing out every part named. Form No. 38-808, Alemite Div., Stewart Warner Corp., 1826 Diversy Parkway, Chicago 14, Illinois.

**112 MUSTANG ENGINES**—Complete catalog on Mustang precision ground engines. Information on regular, plus-power, and high compression models. Information on the Mustang guarantee and testing processes. Mustang Division of Rebuilders, Inc., 100 International Rd., Garland, Texas.

**113 FEATHERTOUCH**—colorful catalog sheets showing, with complete specifications, the "Feathertouch" valve-seat grinders, "Intehlok" valve grinder, Universal Press and many other Winona products. Winona Tool Mfg. Co., Winona, Minn.

**115 DIXIE LAWN MOWERS**—Beautiful color catalog sheets on this complete line of mowers. Also sales aids and distributor mailing pieces. Southland Mower Co.,

Selma, Ala.

**118 BRAKE SERVICE GUIDE**—Complete instructions for inspecting, flushing and bleeding the brake system. Handy trouble check chart. Write for Bulletin HU-411, Wagner Electric Corp., 6400 Plymouth Ave., St. Louis 14, Mo.

**119 RAMCO SERVICE MANUAL**—5th edition. Illustrated. Gives complete data on piston ring installation—also hints on locating engine trouble—causes of oil loss—pitfalls of motor-overhauling and how to overcome. Ramsey Corp., 3698 Forest Park Blvd., St. Louis 8, Mo.

**121 OIL FILTER MANUAL**—Cartridge installation manual emphasizing easier service on late model cars with hard-to-reach filters. Illustrated instructions for cars through '54, with cross reference chart. Wix Corporation, 1211 Ozark St., Gastonia, N. C.

**122 TIRE RETRUEING**—An illustrated bulletin about this newest extra-profit service. Describes "Bear Balantra" Service which makes possible both tire re-truing and wheel balancing in practically one operation. Explains method using just one mounting. Bear Mfg. Co., Dept. 8AJ, Rock Island, Ill.

**124 COMPLETE DIETZ CATALOG**—Illustrates and describes the Dietz complete Line of Turn Signals, Clearance-Marker Lights, Stop and Tail Lights, Headlights and Spotlights, Mirrors, and other lighting and safety equipment for passenger cars, trucks, buses and tractors. This 20-page, color catalog also shows displays and merchandising aids and is indexed and Kalamazoo punched for easy reference and filing. B. E. Dietz Co., 225 Wilkinson St., Syracuse 1, N. Y.

**125 STANDARD DUTY GENERATOR REGULATORS**—A 16-page 8½ x 11 inch booklet covering the operation and maintenance of Delco-Remy regulators. (62 pictures) Contains illustrations showing various steps of adjustment. Will help automotive electricians understand and service regulators. Delco-Remy Service Department, Anderson, Indiana.

**126 FRONT END SUSPENSIONS**—14-page booklet on the HOW'S, WHAT'S and WHY'S of wheel suspensions. Fully illustrated. Describes advantages of G-H line. Available upon request from Hershey Metal Products, Inc., Automotive Division, Derby, Conn.

**127 HYDRAULIC BRAKE FLUID SERVICES—HOW TO CHECK, DRAIN, FLUSH, REFILL, BLEED**—Easy reference book that contains helpful service instructions as well as detailed descriptions and illustrations of the latest methods and procedures for profitably servicing hydraulic braking systems. Send for Bulletin HU-17H, Wagner Electric Corporation, 6362 Plymouth Avenue, St. Louis 14, Missouri.

**128 SIGNS OF PROFIT**—A four-page pamphlet describing Arrow generator and starter stock assortments. One page is devoted to a description of the Arrow Quick-Checking Meter and its use. Arrow Armatures Co., Box 1428, Spartanburg, S. C.

**129 AUTOMATIC TRANSMISSION SERVICE TOOLS**—Illustrated catalog pages for use of tools for Olds, Cadillac, Pontiac, Lincoln, Nash, Hudson, Kaiser, Frazer, Ford, Mercury and Chevrolet auto-

matic transmissions. The New Britain Machine Co., New Britain, Conn.

**130 VALVE CATALOG**—A new 160-page catalog of valves, valve guides, valve seats, valve openings and other valve components is offered by Rich Mfg. Corp., Battle Creek, Mich.

**131 PLASTI-KOTE "DO-IT-YOURSELF" PRODUCTS**—Complete catalog of Plasti-Kote aerosol pressurized products. Covers prizes, color cards, merchandising display aids, etc., on lacquers, enamels, touch-up colors for tractors, farm equipment. Includes fire extinguishers, insect repellent and other aerosol-packed items. Plasti-Kote, Inc., 425 Lakeside Ave. N.W., Cleveland 13, Ohio.

**132 AUTOMOTIVE SERVICE GUIDE**—A practical and factual presentation of the use of Impacttools in automotive servicing. Contains time study reports showing how dealers and shops can increase profits for both themselves and their mechanics. Automotive Service Guides are now available for Ford, Chevrolet, Plymouth, Oldsmobile, Hudson and Studebaker. Specify which Guides you want. John K. Uhler, Ingersoll-Rand Co., Phillipsburg, N. J.

**133 CATALOG NO. 54-25th ANNIVERSARY**—Features more than 200 Champ-Item automotive replacement parts for all makes of cars. A handy service book. Champ-Items, Inc., 6190 Maple Ave., St. Louis 14, Mo.

**134 STREAMLINER CATALOGS** on Moog Coil action front end parts, coil springs, chassis parts and electrically heated springs for cars and trucks. Moog Industries, Inc., 6651 Easton Ave., St. Louis 14, Mo.

**135 WHEEL WEIGHTS**—Colorful catalog describes eight types of balance weights covering 74 sizes. Also lists weight tools for application and removal of weights. Snugg Wheel Weight Mfg. Co., Kokomo, Ind.

**137 DELCO-REMY ELECTRICAL SERVICE**—A 20-page 8½x11-inch booklet covering essential steps in servicing the electrical system on an automobile. Profusely illustrated (84 pictures). A must for the automotive electrician. Delco-Remy Service Department, Anderson, Ind.

**138 SPARK PLUG SPECIFICATION CHART**—covering all types of installations, designed to hang on wall, includes correct procedure on installing and servicing spark plugs. Spark Plug Division, Electric Auto Lite Co., Toledo, Ohio.

**140 PRESSURIZED COOLING SYSTEM**—Servicing and maintenance of the pressurized cooling system is detailed in a booklet available from Stant Mfg. Co., 1620 Columbia Ave., Connersville, Ind.

**141 NEW PISTON RING CATALOG** and full Power Story on Moog X-Plus Piston Rings for motor reconditioning. Moog Piston Ring Co., 6651 Easton Ave., St. Louis 14, Mo.

**142 WIRE, CABLE AND IGNITION CATALOGS** of Andrews Mfg. Co., 924 S. Theresa, St. Louis, Mo.

**143 NATIONAL MACHINE LINE**—New, fully illustrated pamphlet describing function and construction of National Drive Shaft Bushing and Seal Assemblies, Universal Joint Ball Housing Kit, Transmission

Case Ball Seat and Coleman Steering Compensator for Chevrolet Cars & Pickups and most GMC Pickups. Special Pinion Bearing Assembly for most Chevrolet, Buick, Olds and Pontiac models. National Machine Works, Inc., 1800 S. Broadway, Oklahoma City 9, Oklahoma.

**150 ELECTRIC POWER DRIVE**—Bulletin DH 997 contains complete information on the New Manley P D-S electric power drive which now requires no power take-off. Gives the operator a movable push-button control. Make a safe easy one-man job of tough hoisting operations. Manley Div., American Chain & Cable, York, Pa.

**153 SERVICE MANUAL 7K SPARK PLUGS** and how to properly service them is completely described in the new SERVICE MANUAL No. 7K now offered by Champion Spark Plug Co., 900 Upton St., Toledo, Ohio.

**157 CATALOG NO. 53-G**—Describing complete line of generators, starter motors and armatures. Complete car application data is included in this booklet for all passenger cars through 1953. Arrow Armatures Co., Dealer Service Department, P. O. Box 1426, Spartanburg, S. C.

**159 CONNECTING ROD RECONDITIONING**—Bulletin for automotive shops describing a new simplified method of grinding and honing connecting rod caps and bearing bores. It gives operation details and full information about the new model 125 Rod-master connecting rod grinding and honing machine. The new machine tool fits in small space on a bench and is fast and accurate. Storm-Vulcan, Inc., 2326 Burbank St., Dallas, Texas.

**162 WILLARD STORAGE BATTERY CATALOG**—Complete technical specifications for storage batteries for every application. Liberally illustrated. Replacement information. Explanation of battery construction features. Willard Storage Battery Company, 3448 E. 181st St., Cleveland 1, Ohio.

**164 AIRTEX FUEL PUMPS AND ANTI-PULSATION GASOLINE FILTERS**—New and Rebuilt Fuel Pumps. Combination Fuel and Vacuum Pumps. Repair Kits and Anti-Pulsation. Catalog AX68-1. Airtex Automotive Division, Inc., Fairfield, Ill.

**165 MANLEY AUTOMOTIVE SERVICE STATION EQUIPMENT CATALOG**—Describes the new WC-SPD 3-ton Wrecking Crane with electric power drive and other items in the Manley line including 4-ton and 8-ton wreckers, hydraulic presses, service jacks, motor stands, floor trolleys, auto trolleys, and tire spreaders. Manley Division, American Chain & Cable Company, Inc., York, Pa.

**166 CYLINDER HEAD STOCK REMOVAL CHART**—A handy pocket size showing year and model of car, standard compression and the amount of cylinder head stock removal necessary to attain the increased ratio. Storm-Vulcan, Inc., 2326 Burbank St., Dallas, Texas.

**167 TOOL CHEST BULLETINS**—Descriptive literature of the Huot tool chests and cabinets including the Huot Porta Cab designed for you to have rolling storage for tools. Huot Mfg. Company, 597 E. Wheeler St., St. Paul 4, Minn.

**168 CRANKSHAFT GRINDER MANUAL**—A colorful 8-page manual containing engineering, construction and operation details of the new Storm-Vulcan model 18-A Crankshaft Grinder. It is well illustrated for easy understanding, and describes fully the special features and advantages of the new 18-A Crankshaft Grinder designed for fast production and precision. Storm-Vulcan, Inc., 2326 Burbank St., Dallas, Texas.

**169 WILLARD SERVICE EQUIPMENT**—Charging Equipment. Parts. Service Accessories. Service Tools. Testing Equipment. Willard Storage Battery Company, 3448 E. 181st Street, Cleveland 1, Ohio.

**173 HYDRAULIC PARTS**—Complete master catalog of the complete line of Hix hydraulic parts. Lists and illustrates the complete line of repair kits, hoses, stop-light switches, brake-master and wheel assemblies. Information complete up to 1964. Hix Automotive Corp., Middletown, Conn.

**174 AIR COOLED SEAT CUSHIONS**—Catalogue sheets on fast moving, all purpose cushion. Beautiful patterns, sturdily constructed. Mitchell Mfg. Co., Ft. Smith, Ark.

**176 FREE SHOP AID—QUICK CHECK TIPS NO. 3**—With wiring diagrams giving pertinent information about generators, starters and regulators. Arrow Armatures Co., Dealer Service Department, P. O. Box 1426, Spartanburg, S. C.

**185 SERVICE MANUAL FOR THE DOCTOR OF MOTORS**—A comprehensive and thorough reference book, which puts special emphasis upon the diagnosis of excessive oil consumption and the proper procedure for piston ring installation. It includes special instructions to follow when working upon certain makes and models of cars, a listing and description of recommended ring tools and an interesting informative account of the development of the modern automotive piston ring. It is a non-technical explanation of a technical subject. Forrest Circle Co., Hagerstown, Indiana.

**193 WIRE & CABLE CATALOG**—A 34-page catalog covering every automotive use of electric wire and cable, complete with specification data. Electric Auto-Lite Co., Spark Plug Division, Champlain & Chestnut Sts., Toledo 1, Ohio.

**197 SPARK PLUGS**—Condenser four-page specification folder for passenger cars, including 1951 models. "Plug Check" Indicator and Data Book also available. This service tool is designed to assist service men in diagnosing spark plug hood range problems. The Electric Auto-Lite Co., Merchandising Division, Champlain & Chestnut Sts., Toledo 1, Ohio.

**206 HASTINGS**—Replacement catalogs for jobbers only, showing exchange numbers for carburetors, generators, starters, field coils, distributors, fuel pumps and the entire line of Hastings' rebuilt parts for passenger cars and trucks. The Hastings Co., King, N. O.

**210 COLUMBUS LUXURY RIDE SHOCK ABSORBER CATALOG AND DESCRIPTIVE BOOKLET**—Latest alphabetical car listing and factory-recommended installation information featured in 12-page catalog and a booklet describing a completely new principle in automobile shock absorbers. Hechthorn Mfg. & Supply Co., Littleton, Colo.

**213 SHOCK ABSORBER CATALOG NO. 330-T-A**—A 16-page listing by numbers or by makes—shock absorbers for every automotive need—passenger cars, and some trucks. Monroe Auto Equipment Co., Monroe, Mich.

**214 THE WHYS AND HOWS OF VOLTAGE REGULATORS**—Explains in simple language, every detail of Voltage Regulators—how they work, why they are important, how to adjust and service them. In 16-page handy pocket size edition, with many working drawings to clarify and illustrate the text. Standard Motor Products, Inc., 87-18 Northern Blvd., Long Island City 1, N. Y.

**215 LAHER CATALOG PAGE**—Both index feature passenger car overloads and booster springs. Includes specifications and prices. Laher Spring & Tire Corp., 300 Madison Ave., Memphis, Tenn.

**216 "BEHIND THE SCENES"**—Facts and figures on how heavy duty ignition Parts differ from others and why they are needed. "BEHIND THE SCENES" describes how long life, peak performance are built into heavy duty ignition parts. Written in non-technical language. Standard Motor Products, Inc., 87-18 Northern Blvd., Long Island City 1, N. Y.

**220 LAROC BRAKE SHOE APPLICATION CATALOG**—Complete listing of brake shoe number, F.M.S.I. number, year, make and model of automobile. Available upon request. Laher Spring & Tire Corp., 300 Madison Ave., Memphis, Tenn.

**222 "WHAT PRICE QUALITY"**—Read how ignition parts should be made and why. "WHAT PRICE QUALITY" tells the story of the making of quality ignition parts. Written in non-technical language. Standard Motor Products, Inc., 87-18 Northern Blvd., Long Island City 1, N. Y.

**224 OIL FILTER SELECTION**—Booklet explains proper selection of oil filters based on new A.P.I. classifications. Gives important information on threat of crankcase water to average motorist. Send for Operation. M. Walker Mfg. Co., Racine, Wis.

**226 EVIDENCE RECORD ANNIVERSARY REPORT**—Customer recalls and construction details of Buick Ultra-Stark Battery in eight-page booklet. The Electric Storage Battery Co., 42 & 15th Sts., Philadelphia 3, Pa.

**227 FUEL PUMP TROUBLE SHOOTING**—Clearly describes and illustrates correct procedure for testing fuel and vacuum pumps, and how to use properly a fuel pump pressure gauge. Four-page pamphlet also includes complete fuel pump pressure specifications and car application data. Kom Mfg. Co., 10-51 Wagonway Rd., Fair Lawn, N. J.

**230 ELECTRIC TOOLS**—A new 44-page catalog listing complete line of portable electrical tools, including drills, polishers, sanders, valve face and seat grinders, bench grinders, abrasive discs and flexible shafts. Also included are electric tools for home work shop and craftsmen. Albertson & Co., Inc., Sioux City, Iowa.

**237 NEW MODEL 519 CRANKSHAFT GRINDER**—A 3-page informative bulletin just published by Lemco Products, Inc. Complete with illustrations, dimensions and reference data on this low-cost, precision crankshaft grinder with outboard counterbalancing. Write Lemco Products, Inc., Denham Road, Bedford, Ohio.

**257 RUBBER PRODUCTS**—A condensed catalog designed for parts reference work just released. It contains handy simplified identification and illustrations of floor mats, pedal pads, motor mounts, and rubber bushings. Deane Mfg. Co., 1735 Lorain Road, Cleveland 13, Ohio.

**262 OIL FILTER SELLING AIDS**—How to get extra profits in oil filter service sales. A profit-making group of sales tools for dealers—the KS-80 Assortment of filter cartridges and hand tools for use in servicing the hard-to-get-at as well as readily accessible filters on today's passenger cars. Witz Dir-

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SOUTHERN AUTOMOTIVE JOURNAL

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detector for pumpable demonstration of condition of oil, 80-84 Cartridge Display Rack and Wall Chart Interchange Guide for all Cartridge applications. Ask for catalog showing complete line of Full Flow and By-Pass system Cartridges, Filters, Fittings and Lines, plus sales active WIX selling aids. Wix Corporation, Gastonia, N. C.

**263 HAND TOOL CATALOG NO. 60M** — 84 colorful pages of modern Hand Tools for all phases of automotive repair and maintenance, showing the right tool or tool set for practically every job. The New Britain Machine Co., Box 1820, New Britain, Conn.

**304 ILLUSTRATED FOUR-PAGE COLOR FOLDER** — Showing the operation and construction features of the new Storm-Vulcan Turbo Blast, a parts and motor block cleaner, with handy specification table. Storm-Vulcan, Inc., 3325 Burbank St., Dallas 6, Texas.

**314 WAGNER BRAKE PARTS CATALOG** — A handy ONE-POINT reference to fast-moving brake parts and lining, covering popular models of cars and trucks. Catalog also lists complete stock of shoe exchange sets, as well as CoMax bonded lining segments available to those interested in bonding lining in their own shops. Wagner Electric Corporation, 6868 Plymouth Avenue, St. Louis 14, Missouri.

**315 BETTER IGNITION** by Delco-Remy 16-page, 8 1/2 x 11 inch booklet covering theory, operation and maintenance of Delco-Remy ignition equipment. Contains 71 illustrations. Will help automotive electricians understand and service ignition equipment. Delco-Remy Service Department, Anderson, Ind.

**317 GRISLEY BRAKE BONDING CATALOG** — Describes equipment for conditioning shoes for bonding; power pressure gas heated automatic bonder; clamping devices and gas and electric ovens for bonding. Complete listing of fastbond segments and applications. Grisley Mfg. Co., Paulding, Ohio.

**334 "STYLIZED/RENDERED LUBRICATION DEPARTMENTS"** — 32-page booklet describing and illustrating various size lubrication departments and the combination of equipment for most efficient and economical operation dependent on available floor space. Lincoln Engineering Company, 8708 Natural Bridge Avenue, St. Louis 20, Missouri.

**335 POWER AND MANUAL LUBRICATION IN THE FIELD** is fully described in Lincoln Engineering Company's new catalog No. 74. Catalog contains all newest types of grease guns, fittings and accessories for fast, clean, economical lubrication of farm machinery. Lincoln Engineering Company, 8708 Natural Bridge Ave., St. Louis 20, Mo.

**336 NEW FILKO IGNITION PARTS CATALOG** — Big 160-page catalog contains complete listings of all Filko Ignition Replacement Parts for practically every make and model of car, truck, bus and tractor. New simplified listings make the new Filko Catalog exceptionally easy to use. F & B Mfg. Co., 4346 W. Chicago Avenue, Chicago 51, Ill.

**338 AUTO LAMP SERVICING GUIDE** — Illustrated and handy reference with replacement charts and instruction for aiming, adjusting, focusing, installing and servicing trucks and auto lamps. Also complete information on servicing directional signal flashers. Tung-Sol Electric Inc., 95 Eighth Ave., Newark 4, New Jersey.

**340 RADIATOR AND WATER CLEANER** — Catalog describing saw radiator and water cleaner. Unit easy to install, priced economically, two models fit all cars, trucks and buses. Cartridge easily and quickly changed. Fram Corporation, Rumford Post Office, Providence 10, R. I.

**341 SERVICE MANUAL FOR AUTOMATIC TRANSMISSIONS** — Details and illustrations for checking level and changing fluid on Hydra-Matic, Dynaflo, Power Glide, Ultramatic, Chrysler Fluid Drive and Hudson Jet Clutch. The Bell Co., Inc., 411 N. Wabash Ave., Chicago, Ill.

**345 HYDRAULIC BRAKE WALL CHART** — Spiral bound listing up-to-date parts information for passenger cars and trucks, including listings for master and wheel cylinder repair kits, stop light switches and brake hoses. Ets Automotive Corp., P. O. Box 701, Middletown, Conn.

**358 G-S SAFETY LIGHTING SERVICE MANUAL** — Tells how to sell automotive lighting service . . . How to aim headlamps . . . What lamps to stock . . . Fully illustrated and packed with plenty of "Know-how." Inquiry Bureau, Lamp Department, General Electric Co., Nela Park, Cleveland 13, Ohio.

**361 NEW "QUICK REFERENCE" GASKET CATALOG** — Complete, easy-to-find listings of Fel-Pro Gaskets for practically all makes and models of cars, trucks, trailers, buses, etc. New cataloging style makes gasket selection simple and easy. Write for your free copy today. Fel-Pro Gasket Mfg. Co., 1608 Carroll Ave., Chicago 7, Ill.

**363 MOTOR LIFE EXTENSION** — A Tune-Up Digest plus periodic service bulletins on Fuel Pump testing and maintenance, Voltage Regulators and Ignition tune-up. Descriptive information on Fuel Pumps with the Lifeline Bunsen Diaphragm, Fuel Filters and Ignition Parts. Motor Life Extension Institute c/o Koss Mfg. Company, 30-31 Wagarow Rd., Fair Lawn, N. J.

**364 AUTOMOTIVE SAFETY LIGHTING DEVICES** — A new automotive catalog illustrating reflectors, directional signals, tail lights, stop lights, armored clearance lamps and safety reflector flares—all heavy duty equipment, designed and built for commercial truck and bus use. Grote Mfg. Co., Bellevue, Ky.

**365 FRONT END SUSPENSION** — Parts-Tie Rod Ends and King Bolt Sets. Manufacturer has authorized dealer kit containing new catalog, wall chart, inventory control plus sales promotional materials on Brakes, Front End and Shock Work. Hershey Products, Inc., Derby, Conn.

**366 NEW ATTACHMENTS FOR INTERLOCK GRINDER** — Catalog sheets on main bearing attachment for grinding in the block and saw W-I-T-O-O Fly Wheel Drive, a nut for Dynaflo, Powerglide, and other hydraulic transmissions. Winans Tool Mfg. Co., Winona, Minn.

**370 AMEROL MFG. CO.** — Complete printed information on entire line; Marvel Mystery Oil, Marvel Insures Top Cylinder Oil, Hi-Rev Motor Tune-Up Oil. Shows uses, prices, description, dealer information. Amerol Mfg. Co., 343 W. 69th St., New York 28, N. Y.

**383 TIME SAVING ELECTRIC IMPACT TOOLS** — Price list, complete details on electric impact tools, sockets and accessories, and twelve multipurpose uses where impact tools can save up to 80% of time required by hand methods. John K. Uhler, Ingersoll-Rand Co., Phillipsburg, N. J.

**387 HIGHWAY SAFETY EQUIPMENT** — A two-color 12-page presentation of the entire Anthes line. Includes the new Anthes Mirrors and Stop Lites. All items are clearly described and plainly numbered with carbon packing and shipping weight. Kalamazoo punched. Write for your supply. Anthes Force Oil Co., Fort Madison, Iowa.

**404 NEW HOT SPRAYING METHODS** for automotive refinishing described in booklet "The Hot Issue." Based on exhaustive research it gives both advantages, disadvantages and technical information derived from these tests. Martin-Bonour Company, 3520 S. Quarry St., Chicago 8, Ill.

**407 A B C'S OF SAFE PROFITABLE TIRE SERVICE** — A 34-page book just published by Bowers "Seal Fast" Corp. Complete with illustrations and how-to-do-it instructions. Outlines latest tube and casing repair techniques as well as reconditioning trade-ins for profitable resale. Bowers "Seal Fast" Corp., 147 North Fine Street, Indianapolis 3, Indiana.

**408 WINDSHIELD WIPER REPAIR WALL CHART** — Chart showing proper blade and arm specifications for all cars and trucks, list and correct windshield, 1936-1953 models, inclusive—chart DM 645. Trico Products Corp., 817 Washington St., Buffalo 2, N. Y.

**410 NEW AIR BRAKE MAINTENANCE BULLETINS** — Series of bulletins each devoted to a single unit. Fully illustrated with cross-sectional, exploded and schematic drawings explaining every phase of the operation and maintenance. Wagner Electric Corp., 6400 Plymouth Ave., St. Louis 14, Mo.

**416 TAIL PIPE REPAIR KIT** — A four-page color catalog describing the Quaker heavy gauge, seamless tail pipe repair kit. Four sizes to fit all cars. Quaker Supreme Chemical Corp., 315 Whitman St., Montgomery, Alabama.

**420 SIOUX TOOLS** — Illustrated and descriptive condensed 16-page Catalog No. 109-D of SIOUX Portable Electric Tools for Automotive repair and maintenance. Albertson & Company, Inc., 8100 Lowell Ave., Sioux City, Iowa.

**421 HOW TO PREVENT PREMATURE BRAKE BLOCK FAILURE** — A non-technical 14-page booklet describing the 5 points of maximum brake block life. Contains excellent chart showing every type of damage with cause and correction for each. Grisley Mfg. Co., Paulding, Ohio.

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Please be sure to fill in your Firm's Name and your position on the Coupon. This service cannot be extended to you unless this information is furnished. You may enter a new subscription or renew a present subscription with the card also. Subscription rates \$1.00 per year; 3 years \$2.00.

8/55

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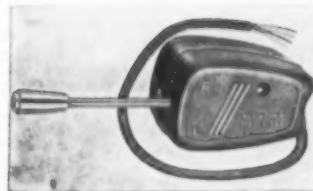
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## NEW PRODUCTS AND CATALOGS



### 700—Point Sets

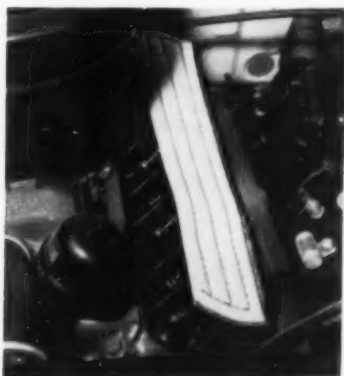
One-piece point sets which are said to facilitate installation and prevent loose connections by use of a rigid connector stud for primary and condenser leads have been announced by Kem Manufacturing Co., Inc., Fairlawn, N. J.

The pre-assembled points were installed in a 1953 Oldsmobile V-8 in 9½ minutes, according to the announcement, whereas 36 minutes is the factory-prescribed time.

Want more info? Use coupon on page 106 and you will get it!

### 701—Valve Pads

Overhead valve pads for 1955 Chevrolet V-8's, Y-block V-8's, Ford 6's, Chevrolet 6's, GMC trucks, Buick standards and masters, Nashes, Studebakers, International trucks, Oldsmobiles, Lincolns, Mercurys, Cadillacs, Willys, MG's and Austins are



available from Earle Estes Manufacturing Co., Union City, Ga.

To install the pads, which are made of cotton wicks sewed together and enclosed in porous duck covers, remove the valve covers and place the pads (saturated with motor oil) over the mechanism and recover.

Want more info? Use coupon on page 106 and you will get it!

### 702—Signal Switch

A universal directional signal switch unit specially designed for heavy-duty service on buses, trucks and trailers is now being marketed by Auto Lamp Manufacturing Co., 2909 Indiana Ave., Chicago 16, Ill.

The manually operated switch, which has a built-in pilot light, fits most steering columns and operates standard six- and 12-volt directional

signals, meets safety lighting requirements and is especially useful on large vehicles with restricted views,

## GET A GUARANTEED TRADE-IN ALLOWANCE

Exchange with  
**MUSTANG** →

the dollars roll in  
when you sell  
Mustang

**\$10 profit per shop hour**

much more than you make overhauling

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you don't gamble.  
Mustang guarantees the job.

**Every Mustang performance tested**

you sell it with confidence.

Available for most makes and models




Get in on the Mustang dollar derby. See your automotive jobber or write to —

**MUSTANG**  
ENGINES  
Box 456, Garland, Texas



# Colormagic on the Car Cushion

## NOW! AND NEVER BEFORE

# SARAN PLASTIC Cushion Topper

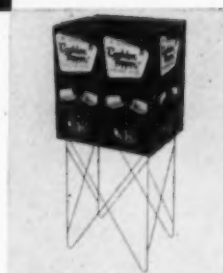


1. **NO CLOTHING DRAG.** The smooth, durable Saran Plastic eliminates clothing drag—slide in or out, effortlessly.
2. **PROTECTS WITHOUT HIDING.** Like all members of the famous Cushion Topper family, Saran Plastic Toppers give protection where it really counts—on the seat cushion. The seat back remains exposed to blend with modern interior styling.
3. **RIDING COMFORT AT ITS BEST.** You ride relaxed—arrive refreshed—because riding on Saran Plastic Toppers is the most comfortable way to travel. It insulates and cushions the ride every second your customers are on the road.
4. **EASY TO KEEP CLEAN.** Tough Saran Plastic resists dirt, stains and grime. There are no soft fibers to absorb soil or moisture. A damp cloth brings Saran Plastic surface back to sparkling, new appearance.
5. **LOCKED-IN COLORS.** Saran Plastic Cushion Toppers are available in three exciting pastel shades: red, green and blue. The colors are locked in . . . can't fade, can't wear away.

Naturally it is Crest bringing you the newest, the finest Cushion Topper, the modern approach to cushion comfort and upholstery protection. And — it's available in the beautiful pastel shades your customers have been asking for. Saran Plastic Cushion Toppers bring your customers a new color beauty that's alive with luxury.

There's real customer acceptance in Saran Plastic Cushion Topper — and profits, too! Only a few part numbers are needed for a well-rounded stock; no special tools or skilled help are required for installation; a complete dealer merchandising program and continuous national advertising bring you repeat sales and profits, and you join the nationwide Cushion Topper Sales Center dealers.

BE SURE TO GET YOUR SHARE of Saran Plastic Cushion Topper profits in 1955! For complete details, fill out the coupon on the opposite page.



HERE IS  
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WITH THIS  
COMPLETE  
IMPULSE BUYING  
CUSHION  
TOPPER  
SALES CENTER

You're in a profitable business within your present business and it takes only 200 square inches of floor space. Cushion Topper Sales Centers produce sales almost automatically. It includes a strong eye-arresting, traffic-stopping metal display that displays six Crest Cushion Toppers, a sample fabric book, envelope stuffers, a wall banner, window streamers and complete merchandising point-of-purchase aids. The Sales Center is stocked with eight Saran Plastic Toppers (stock No. 3) in locked-in lovely pastel colors. You pay for Cushion Toppers only — all merchandising aids are shipped FREE!

# Colormagic Snapped to the Car Floor

The Magic of ☉ Prevents Slip, Slide or Creep

## Car-Pet TWIN FLOOR TOPPERS

with exclusive snap-fitted design

LIST  
PRICE  
**\$7.95**  
PER  
PAIR

### SNAP-FITTED—

"Always Under Foot"

1. **CAN'T SLIP, SLIDE OR CREEP** — Car-Pet Twins are wedded to the car floor. Twin Topper's exclusive new snap-fitted construction anchors them to the car floor. Once installed they can't creep, can't move. Yet they snap on — snap off for easy cleaning.
2. **FLEXIBLE CONTOUR FIT** — Unlike hard, makeshift materials, flexible Twins follow the contours of the car floor — leave no gaping spaces to collect dust, dirt, and moisture.
3. **CUSHIONS VIBRATION** — Twin Toppers are cushioned by Thana Foam Latex that absorbs shock, uncomfortable vibration, and insulates against extremes of heat or cold.
4. **TOUGH VINYL PLASTIC SURFACE** — Has no ribs, no ridges, no fingers to collect dirt and water. It resists abrasions and stains — cleans in seconds with a damp cloth.
5. **COLORMAGIC - STYLED** — Twin Toppers are available in 11 brilliant colors impossible to reproduce in makeshift materials. There's a Colormagic color to complement every car interior — locked-in colors that never fade. They're a fresh, colorful approach to modern car floors.

CUSHIONS  
VIBRATION

CAN'T SLIP  
OR SLIDE

FLEXIBLE CONTOUR FIT

INSULATES AGAINST  
HEAT OR COLD

THERE'S MAGIC HERE

TOUGH VINYL PLASTIC SURFACE

COLORMAGIC-  
STYLED

### Colormagic-Styled For Every One Of Your Customers

FIRST — an outdoor material was reshaped to fit car floors and cover up worn spots — or protect new car floors. But they slipped and slid out of position. THEN — car interiors became so colorful that dull blacks and browns wouldn't do. This makeshift material had little color variety. And they still moved out of position. NOW — Car-Pet Twin Floor Toppers offer the first scientifically styled floor covering in 11 brilliant colors that can't slip, slide or creep. Exclusive

snap-fitted design locks Twin Toppers to the car floor. Car-Pet Twin Toppers obsolete all previous types of floor coverings. They're what your customers have been demanding and waiting for. Stock them — display them — and you'll sell them. There is no complicated inventory plan. Car-Pet Twin Toppers fit all car floors — one universal size. Now — fill out the coupon below. Be the first to get the sales and profits available in your community.



THE CREST COMPANY, 5735 Cass Avenue, Detroit 2, Michigan

Please rush me complete details on:

- ☐ Car-Pet Twin Toppers  
☐ Cushion Topper Sales Center

Name \_\_\_\_\_  
Company Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

## More New Products

(Continued from page 107)

### 703—Battery Chargers

Two battery chargers, both accommodating six-volt batteries at 80 amps and 12-volt batteries at 40 amps, featuring heavy-duty transformers, large ventilating fans, full-wave selenium rectifiers and overload protection, have been announced by Allen Electric & Equipment Co., 2101 N. Pitcher St., Kalamazoo, Mich.

Model F-560 is portable with carrying handle; the other, Model F-562, is wheel-mounted with grease-resistant tires, an automatic timer and a tubular steel handle with rubber grip and hooks for storing leads.

Want more info? Use coupon on page 106 and you will get it!

### 704—Stud Assembly

A spring shackle oversize stud assembly for the rear spring front hanger on 1949-54 Fords and 1952-54 Mercurys has been announced by Champ-Items, Inc., 6191 Maple Ave., St. Louis 14, Mo.

Since the rear spring front hanger on Fords and Mercurys is welded or



riveted to the frame, the manufacturer said, a new stud will not correct wear in the hanger when stud holes are worn. This No. 105 tapered oversize stud, which comes complete with rubber bushings, nut and lock washer, eliminates the necessity for replacing the hanger.

Want more info? Use coupon on page 106 and you will get it!

### 705—Tubeless Tire Bulletin

An illustrated four-page bulletin on tubeless tire repair equipment and materials, featuring information on "plug-the-hole" vulcanizing patch repair method, has been issued by Monkey Grip Sales Co., P. O. Box 6170, Dallas, Texas. Magnetic pressure foot vulcanizing clamps are also covered.

Want more info? Use coupon on page 106 and you will get it!

### 706—Lubrication Fittings

Lubrication fittings individually packaged in hermetically-sealed cellothene to keep out moisture and dirt have been announced by Alemite Division, Stewart-Warner Corp., 1826 Diversey Pkwy., Chicago 14, Ill.

A display stand is available containing five boxes of 100 each of the



more widely used fittings, each encased in a 2" segment of the strip. Model numbers are stamped on each package.

Want more info? Use coupon on page 106 and you will get it!

### 707—Wheel Balancer

An on-the-car wheel balancer, featuring a foot-operated control switch, a remote control wheel spinner and a partitioned weight tray, has been announced by Hemmeter Corp., 57 Evelyn Ave., Mountain View, Calif.

The unit has a 1½hp motor and a flat, full-view scale. It balances to six ozs. in one operation, the announcement said.

Want more info? Use coupon on page 106 and you will get it!

# Packaged Profits

for the

## IGNITION SPECIALIST!

Andrews Ignition Parts, Wire and Cables is the complete line of quality automotive merchandise, attractively packaged, and designed for perfect fit. A boon to the Ignition Specialist who takes pride in his replacement service.

ASK YOUR JOBBER



VR-33



C-91

DS-50H



HR-77



D-150H



**Andrews**  
MANUFACTURING CO.

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**LAWRENCE M. HIRSIG & COMPANY**  
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Jacksonville 7, Florida

Southwestern Representative:  
**LYNN & HEMPHILL**  
201 North Market  
Dallas, Texas



**YOU are INVITED to ATTEND**

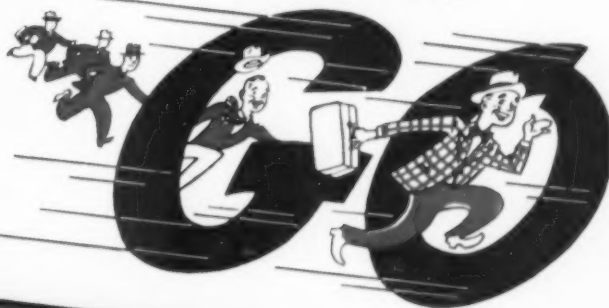
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**SOUTHWEST**  
*Automotive* **SHOW**

*See the newest  
and the finest in  
Automotive*

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- Over 200 of the Nation's leading manufacturers will exhibit.
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**SAN ANTONIO, TEXAS — MARCH 31, APRIL 1, 2, 3**

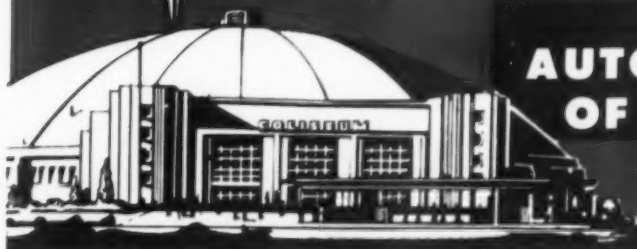
**SHOW HOURS** for visiting members of the automotive trades and guests: March 31, 1 p.m. - 6 p.m., April 1, 1 p.m. - 10 p.m., April 2, 1 p.m. - 10 p.m., April 3, 10 a.m. - 5 p.m.

**DAILY ATTENDANCE PRIZE — \$350.00 CONSOLE T-V**

*Sponsored by*

**AUTOMOTIVE JOBBERS  
OF THE SOUTHWEST**

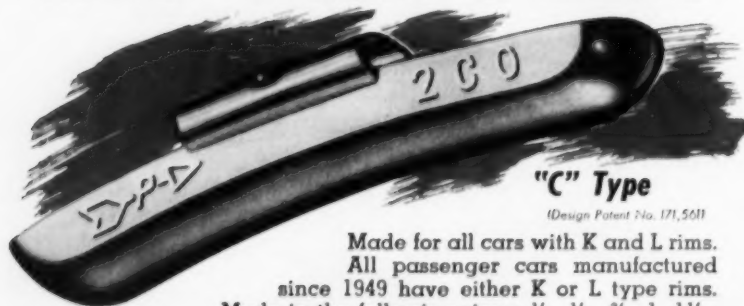
Get tickets for your entire personnel  
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# More People Buy



because they  
**DO THE JOB!**



**"C" Type**

(Design Patent No. 171,561)

Made for all cars with K and L rims. All passenger cars manufactured since 1949 have either K or L type rims. Made in the following sizes: 1/4- 1/2- 3/4- 1- 1 1/4- 1 1/2- 1 3/4- 2- 2 1/4- 2 1/2- 2 3/4- 3- 3 1/2- 4-ounce.

## ALL PERFECT WEIGHTS WILL FIT RIMS MOUNTED WITH TUBELESS TIRES AS WELL AS RIMS MOUNTED WITH REGULAR TIRES AND TUBES

PERFECT Wheel Weights are designed RIGHT and made RIGHT. They fit ALL rims mounted with tubeless tires. They're made to do the kind of a job that lasts and means satisfaction. That's why MORE PEOPLE RIDE ON PERFECT WHEEL WEIGHTS THAN ANY OTHER KIND. PERFECTS are precision manufactured to fit any car and GUARANTEED to be within 1/32 of an ounce correct. Get the weight that lives up to its name—PERFECT.



**"U" Type**



Fits all passenger cars made before 1949 which had either E or F type rims. Still gives satisfaction on most cars\* (Not recommended for late model Fords and Mercurys. Use "C" Type for these cars.) manufactured up to present time. Sizes: 1/2- 1- 1 1/2- 2- 2 1/2- 3- 3 1/2- 4- 4 1/2- 5- 5 1/2- 6-ounce.



Made for all late model Cadillacs equipped with large chrome hub caps covering the entire wheel. Made in the following sizes: 1/2- 1- 1 1/2- 2- 2 1/2- 3-ounce.

## PERFECT EQUIPMENT CORP.

804 W. Morgan St.

KOKOMO, IND.

P.O. Box 706

Manufacturers of Wheel Weights for Trucks and Passenger Cars

## 708—Fitting Chart

A 3 3/4" x 6 1/2" chart for selecting brass fittings for iron pipe threads and copper tubing, featuring holes of standard brass fitting sizes, has been issued by E. Edelmenn & Co., 2332 W. Logan Blvd. Chicago 47, Ill.

Called the "Selecto-Sizer," the iron pipe thread sizes include 1/2", 3/8", 1/4" and 1/8". Copper tubing holes begin at 1/8" and go up through 3/16", 1/4", 5/16", 3/8", 7/16", 1/2", 5/8" and 3/4". A six-inch ruler is incorporated on the edge. The serviceman matches brass fitting ends to holes in the card to determine proper sizes.

Want more info? Use coupon on page 106 and you will get it!

## 709—Ignition Spray

A spray for guarding the ignition system against moisture, and which forms a plastic coating when dry, has been announced by Plasti-Kote, Inc., 425 Lakeside Ave. N. W., Cleveland 13, Ohio. It is also useful in combating rust and corrosion on radio and TV antennae.

Want more info? Use coupon on page 106 and you will get it!

## 710—Car Cooler

A car cooler which can double as a portable refrigerator or beverage cooler has been introduced by Acton Manufacturing Co., Inc., 605 S. Summit St., Arkansas City, Kan.

Using ice as a cooling medium, the unit, which holds 100 lbs., is in-



stalled in the car trunk. A high-speed six- or 12-volt electric sump pump circulates ice water through cooling fins in the blower section. Air from the interior of the car is drawn through the fins by a six- or 12-volt blower and is returned to the passenger area in a constant cycle. By disconnecting the hoses, the ice chest unit is converted for use on picnics or parties. Price is \$125.

Want more info? Use coupon on page 106 and you will get it! (More New Products on page 116)

Barrett Says:

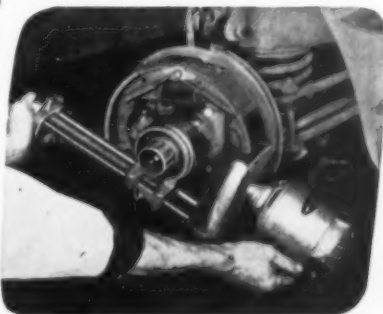
# Cure 98% of All Brake Troubles

in 3 Simple Steps!



## Step 1

Measure drum and set Brake Dokter allowing for shoe operating clearance.



## Step 2

Mount Brake Dokter on spindle—adjust shoes and grind lining to 100% drum contact.



## Step 3

Install drum. No further adjustment necessary.

**BARRETT EQUIPMENT CO.**  
21st and Cass • St. Louis 6, Mo.



**Special Note**—A number of 1955 cars have non-adjustable anchors. Pre-fitting of these shoes with a bench type radius grinder, before installation, will not eliminate erratic brake action. The Brake Dokter will because it grinds the shoes to drum size while they are in position on the car.



Model B105A-1

The Brake Dokter is a combination brake drum gauge, brake shoe gauge, centralizing tool and precision, spindle-mounted lining grinder.

Handles all popular brake assemblies—the new type with fixed anchors... or those with adjustable anchors—also self-centering shoe assemblies.

Grinding shoes while mounted on the backing plate eliminates diving, side pull, squeals, hard and soft pedal and other brake troubles.

It provides the only method of removing all accumulated errors in one operation... with proper shoe-to-drum clearance so that lining has correct arc and is square with face of drum.

Approved, used or recommended by leading vehicle manufacturers' service departments.

**Ask Your Jobber or Mail Coupon**

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SOUTHWEST  
AUTOMOTIVE  
SHOW

Barrett Equipment Co.  
21st & Cass, St. Louis 6, Mo.  
Send us complete details on the Brake Dokter.  
Company .....  
Address .....  
City ..... State .....  
Signed .....

# May I Check the Water in your Oil?



**WALKER OIL FILTERS**

WITH PATENTED *Laminar* CONSTRUCTION

Check the Water  
in the Crankcase Oil







#### PETROLEUM CHEMISTS KNOW

water is the most destructive of all oil contaminants—the chief cause of sludge and source of corrosive acids. In photos, left test tube contains contaminated oil. In center, a few drops of water are added. Third photo, shows how water broke down detergency . . . allowed contaminants to settle out in tube.



#### CAR MANUFACTURERS KNOW

that all gasoline engines produce water . . . that water in the oil is a threat to the performance of their cars. In their owners' manuals they warn of water damage in normal stop and go driving. Picture shows how water "blows-by" the pistons into crankcase oil to form sludge and acids.



#### MECHANICS KNOW

all about the damages of water-caused sludge and acids. They see the results in the acid-pitted bearings and sludge-gummed valves which they are so often called upon to replace. Pictures show typical sludge and acid action on engine parts.

**May I check the water in your oil?** That question is important to your customers because water is the most destructive of all oil contaminants. Protect them against water-caused sludge and acids by installing the Walker Oil Filter—the oil filter specifically designed to check water in the crankcase oil.

WHAT THE ENGINE PUTS IN . . . WALKER TAKES OUT	
WATER from engine blow-by	✓
ROAD DIRT from engine breathing	✓
CARBON SOOT and LEAD COMPOUNDS from engine combustion	✓
METAL PARTICLES from engine wear	✓

Tell these facts to your customers . . . you can do it in 30 seconds

Every gallon of gasoline burned in an internal combustion engine produces a gallon of water.

Not all of that water evaporates or passes out the exhaust—some water always blows by the pistons into the crankcase oil.

Water in the oil is the chief cause of sludge and source of acids.

Sludge and acids cause poor engine performance and costly repairs.

The Walker Oil Filter checks damage from water in the crankcase oil because it is the filter specifically designed to remove all harmful contaminants—including water.

Remember, your customers need the complete filtration protection offered by the Walker Oil Filter—with exclusive patented Laminar construction—that checks water in the oil and also removes all other harmful contaminants.



**The Walker replacement element gives added protection in any make or type of oil filter.**

**WALKER MANUFACTURING COMPANY** of Wisconsin . . . Racine, Wis. • Oil Filters . . . Exhaust Silencers . . . Jacks

## More New Products

(Continued from page 112)

### 711—Self-Spray Unit

A line of self-spray enamels and lacquers in aerosol containers, each equipped with a spray gun, has been announced by Plasti-Kote, Inc., 425 Lakeside Ave. N. W., Cleveland 13, Ohio. The enamel, which is said to dry dust-free in 20 minutes, dries hard in three hours. A gray metal primer with a zinc chromate base for inhibiting rust is also available.

Want more info? Use coupon on page 106 and you will get it!

### 712—Spark Plug Gasket

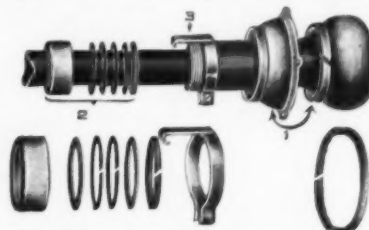
A 14-mm. steel spark plug gasket, providing a tighter, more permanent seal between the gasket seat of the spark plug and the engine head, the manufacturer said, has been announced by Champion Spark Plug Co., 900 Upton Ave., Toledo 1, Ohio.

The gasket is made of a zinc-plated, di-chromated steel to retard corrosion and is .065" thick, compared with .085" of a copper gasket, but the compressed thickness is the same. However, they require a slightly different installation procedure from a copper gasket.

Want more info? Use coupon on page 106 and you will get it!

### 713—Seal Kit

A torque tube and ball-joint grease kit with locking clamp for retainer nuts to fit 1937-54 Chevrolet passenger cars and pick-up trucks is avail-



able from Champ-Items, Inc., 6191 Maple Ave., St. Louis 14, Mo.

A clamp locks the packing nut to keep it from backing off. The seal is split for easy installation.

Want more info? Use coupon on page 106 and you will get it!

### 714—Steam Cleaner

A small steam cleaner which works directly off regular water mains where pressure is 60 lbs. or greater, reportedly reaches working temperatures in two to three minutes and delivers 60 gals. of hot solution hourly at 50 psi and up, has been announced by Malsbary Manufacturing Co., 845 92nd Ave., Oakland 3, Calif.

Where water main pressure is below 60 lbs., a booster pump assembly which bolts directly to the cleaner is available to boost pressure 50 lbs. above inlet pressure. Standard accessories include nozzle-control steam gun, 25-ft. steam hose draft diverter and instructions and parts list.

Want more info? Use coupon on page 106 and you will get it!

### 715—Body-Mounting Mirror

A body-mounting mirror for wrap-around or standard windshields and right- or left-side mounting has been announced by Yankee Metal Products Corp., 25 Grand, Norwalk, Conn.

The mirror, which has an adjustable 4½" offset head mounted on an

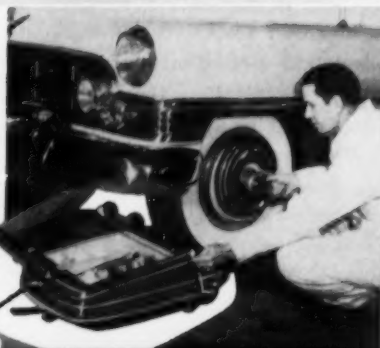


adjustable arm, is available with polished plate glass or glass that is, according to the manufacturer, double-thick, distortion-free and non-glare producing.

Want more info? Use coupon on page 106 and you will get it!

## Add \$2,190 a year to Your Net Profits by Balancing One Car a Day with the Famous **HUNTER** Wheel Balancer

Ask your Hunter representative for complete details and actual case histories on amazing Hunter profits. By balancing only four cars a week your Hunter Tune-In Balancer will pay for itself out of profits in 90 days. No wonder more Hunter Wheel Balancers have been sold than any other make.



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—the PERFECT PROFIT PARTNER to the Hunter Balancer. The Tru-Up rounds tires on the car and is automatic after initial setting. The portable Hunter Tru-Up produces a like-new surface on front or rear passenger car and truck tires up to 8.25 x 20. Fast and easy to use.

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Hunter X-Act passenger car and truck wheel weights



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Hunter Avenue and Ladue Road  
St. Louis 24, Missouri

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Hunter Avenue and Ladue Road  
St. Louis 24, Missouri SAJ-35

Please send me more information on the Hunter Tune-In Wheel Balancer.

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**Mr. Dealer—Here's how to  
make a \$7.15 per car sale  
on an operation as simple  
as an oil change!**



\*Flare Liqui-Matic Fluid retails for 65¢ a qt. The average car uses 11 qts., which makes a total sale of \$7.15. In addition, many dealers make a charge for service. Your opportunity for greater profits.



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Customers . . . Thousands More are Built Each Year!**

**GET READY FOR YOUR SHARE OF THIS TOP-PROFIT ITEM!**

More than 7,000,000 General Motors and other make cars are already equipped with automatic transmissions and the number is ever growing! These units require a refill every 10,000 to 25,000 miles. The Service Manual which the

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**Free!**

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413 N. Wolcott Ave., Chicago 22, Ill.



**THE BELL COMPANY, Inc. Dept. SA**  
413 N. Wolcott Ave., Chicago 22, Ill.

Please send me immediately a free copy of your Service Manual on Automatic Transmissions.

NAME.....

ADDRESS.....

CITY.....ZONE.....STATE.....

## 716—Testing Data Booklet

A booklet of test specifications for active models of its line of batteries, coils, distributors, generators, cranking motors, regulators and magnetic or solenoid switches has been issued for maintenance and testing of electrical equipment in the service field by Delco-Remy Division, Anderson, Ind. Called DR-324S, list price is 25¢ each with a special price for ten or more. Individuals or businesses should contact a local United Motors Service dealer or write to United Motors Service, 3044 W. Grand Blvd., Detroit 2, Mich.

Want more info? Use coupon on page 106 and you will get it!

## 717—Lacquer Thinner

A lacquer thinner said to help retard chalking on a baked enamel finish and to help eliminate swelling of sand scratches has been developed by Brown Solvents Corp., 111 E. Griffith, Charlotte, N. C.

The thinner, which is applied in a one-to-one combination, also helps, according to the manufacturer, blend new lacquer color into original finish while doing spot work, cuts time for polishing and reduces the possibilities of lacquer primer surfacer peeling, pin holing, shrinking or dulling lacquer color by being porous.

Want more info? Use coupon on page 106 and you will get it!

## 718—Valve Seat Grinder

A valve seat grinder with pilots consisting of a spring steel expanding parallel sleeve with internal tapered fins to match the male taper of the hardened and ground steel arbor and designed to center concentrically with the least worn portion of the valve



guide has been announced by Tobin-Arp Manufacturing Co., 6442 S. Penn, Minneapolis 23, Minn.

Each sleeve has a range of approximately .010" to accommodate discrepancies in the I.D. of valve guides produced by different manufacturers. The grinding head, which is powered by 110 volts AC-DC, 12,000 rpm heavy-duty angle driver, is equipped with a timing-belt-driven speed reducer adjusting to 6,500 rpm with increased torque for pulling grinding wheels over 2½" diameter.

Want more info? Use coupon on page 106 and you will get it!

## 719—Caster Corrector

A caster-correcting compensator for 1955 Chrysler Corp. cars has been introduced by Kwik-Ezee, Inc., 17 W. 60th St., New York 23, N. Y. Three sizes are available.

Want more info? Use coupon on page 106 and you will get it!

## 720—Cylinder Chart

A 22" x 35" wall chart listing replacements for wheel hydraulic brake cylinders, repair kits and brake hose for most popular automobiles has



been issued by Master Parts Division, Airtex Products, Inc., Fairfield, Ill.

Want more info? Use coupon on page 106 and you will get it!

# YES!

### There's a Double-Duty

(6 and 12 volt)

### Silver Beauty made for you

*Silver Beauty*



Whether you need a 2 amp. slow charger or a 75 amp. fast charger—or something somewhere in between—Silver Beauty has a model specially designed to handle the job for you in the best and quickest way. Yes! Now you can get a lifetime-dependable Silver Beauty Charger for both 6 and 12 volt batteries in a size for every need and use—auto, truck, marine, or farm. See your jobber for details.



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Tom Hutton

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## "LUBRICATION IS ONE OF OUR MOST IMPORTANT SERVICES..."

that's why we chose

### **Lincoln** Lubricating Equipment"

Reports: Al Schneller, Service Manager

CHUCK HUTTON DODGE AND PLYMOUTH DEALER  
Memphis, Tennessee

"I am convinced that the lubricating department is one of the most important departments in any dealer's shop. That's why, when it came time to equip our new building, we chose dependable, efficient Lincoln equipment. I have found that the ceiling Lubreels speed up work, allow more space around the lifts and make clean-up easier.

"Also, I have found that the clean, good-looking Lincoln equipment makes a business-building impression on our customers."

(signed) Al Schneller



**Lincoln** the most trustworthy name in Lubricating Equipment

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**MODERNIZE** with a **Lincoln**  
*Self-Engineered*  
Lubrication Department

LINCOLN ENGINEERING CO., 5708 Natural Bridge Avenue, St. Louis 20, Missouri

## 12 ways to add to your Profits

Check these points on every car you service:

- Check the Fan Belt
- Check the Air Cleaner
- Check the Oil Filter
- Check the Spark Plugs
- Check the Battery and Cables
- Check Radiator Hoses
- Check Radiator Fluid
- Check the Muffler and Tail Pipe
- Check all Lights
- Check the Tires
- Check the Windshield Wiper and Washer
- Replace lost or damaged Grease Fittings with Lincoln BULLNECK® Fittings ... the modern fitting with the ball-in-the-top. Seals dirt out ... grease in.

\*Trademark Registered



**FREE... Money-Making Ideas!**

Write for FREE Bulletin ... entitled "Reminders To Help You Sell More Service Needs." It's full of helpful ideas.

### 721—Upholstery Cleaner

A foam cleanser for seat covers and upholstery has been announced by Plasti-Kote, Inc., 425 Lakeside Ave. N. W., Cleveland 13, Ohio. Manufactured in a 10-oz. aerosol container, the cleaner requires no mixing or rinsing.

Want more info? Use coupon on page 106 and you will get it!

### 722—Battery Carrier

A lightweight aluminum-alloy battery carrier to accommodate standard size batteries, featuring steel tips on three points for non-tilting action, has been developed by Five Star

Manufacturing Co., Grand Forks, N. D. A spring action on the lever-type handle facilitates quick gripping and fast removal.

Want more info? Use coupon on page 106 and you will get it!

### 723—Cleaner-Conditioner

A cleaner-conditioner and sealant for radiators and cooling systems contained in a double-compartment package has been introduced by Permatex Company, Inc., 1720 Avenue Y, Brooklyn 35, N. Y.

The upper compartment holds acids for dissolving corrosion rust, scale and lime and a detergent to dissolve oils and greases and float them

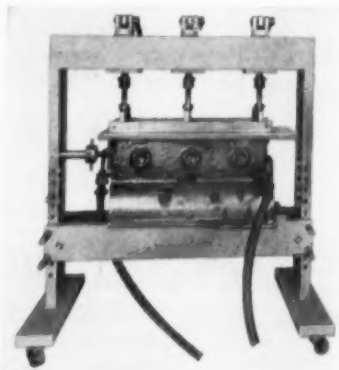
out. The bottom section has an anti-rust ingredient for inhibiting reformation of rust and corrosion and a sealer to halt leaks and seepage. It also contains a neutralizer for the acid cleaner.

Want more info? Use coupon on page 106 and you will get it!

### 724—Pressure Sealer

A pressure sealer and tester for motor blocks that have been repaired is available from Versnick Manufacturing Co., 4700 E. Nevada, Detroit 34, Mich.

Included is a circulator for pumping the sealing solution through the



motor block, a stand and the liquid sealing compound. A transparent plastic plate seals the top of the block during the process. The circulator and tester can also be used to seal cylinder heads, exhaust manifolds, marine-type manifolds and other types of castings, the announcer said.

Want more info? Use coupon on page 106 and you will get it!

### 725—Filter Installation

A filter installation kit for 1955 Chevrolet V-8's, including cartridge, lines, mounting bracket and necessary fittings, is available from Hastings Manufacturing Co., 325 N. Hanover St., Hastings, Mich.

The unit can be installed without removal of engine accessories, drilling, tapping or radiator draining. It mounts on the curb side of the exhaust manifold and is accessible for cartridge changing.

Want more info? Use coupon on page 106 and you will get it!

### 726—Arc Welder

A universal combination arc welder operating on AC or DC with a soft or forceful arc on ferrous or non-ferrous materials, sheet metal or heavy plate, in all positions, according to the manufacturer, and under arc blow positions or poor fit-up is available from The Lincoln Electric Co., 22801 St. Clair, Cleveland 17, Ohio.

The machine, it is claimed, will permit using iron powder type electrodes. Current models available are 300, 400 and 500-ampere AC combined with DC capacities in 200, 300, 375 and 450 amperes.

Want more info? Use coupon on page 106 and you will get it!

## MERIT, THE MODERN MUFFLER, MEANS SATISFIED CUSTOMERS

Your customers trust you to choose the brand of muffler you put on their cars. They want you to know things like this:

"Will my car perform better?" ... "Will it be quiet?" ... "Will I get good gas mileage and long life from this muffler?"

Your answer to all these questions is an unqualified yes—if you sell Merit.

Dealers who've already switched to Merit are sure they make any car perform better. They know there's a Merit muffler individually engineered for every make and model, precision designed for each of their customers' cars.

When you change to Merit, your customers will be pleased with the new power of their cars. And Merit's patented Cushion-Aire® shell with the sound-killing air chambers insures maximum silence.

You'll be certain, too, that your customers will be pleased because Merit mufflers (with heavier steel shells and heads) last thousands of miles longer than ordinary mufflers.

You'll make about \$9.00 on every Merit muffler and pipe combination you install. And you'll make steady, satisfied customers, because you've given them the best.

Take time out to listen to your Merit jobber salesman when he calls. It will be one of the most profitable fifteen minutes you ever spent.

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MUFFLERS AND PIPES

610 Smith Street • Dept. 5C • Toledo 1, Ohio

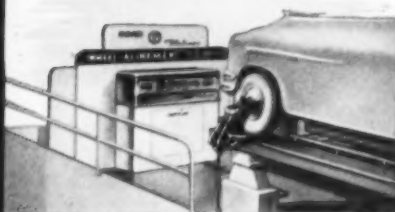
the BIGGEST VALUES . . . the BIGGEST PROFITS . . .  
in SAFETY SERVICE  
are yours with

# "BEAR"

For the newest profit-making advancements in safety service, such as tire Re-Truing and electro-magnetic alignment . . . for time-proven, hard-working services such as wheel alignment, balancing and frame straightening . . . for services that bring in more customers, like headlight, brake or alignment checking . . . progressive shops all over the world choose "Bear" Equipment.

They rely on "Bear" Equipment for the accuracy that helps them do the job right the first time to avoid costly do-over work. They depend on "Bear's" built-in value for longer, trouble-free life of the equipment itself, which enables them to clear greater profits. Maybe most of all, they are enthusiastic over the added business-building power of the "Bear" Sign . . . the sign that stands alone as the emblem of Safety Service the world over!

**Telaliner . . . wheel alignment at its Finest!**  
The newest way to sell and do alignment work. Scientifically checks and corrects mis-alignment by latest electro-magnetic method which is fast and easy. Sells more alignment jobs by exposing steering troubles right before customer's eyes!



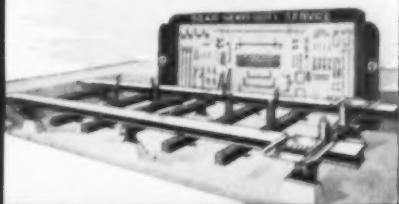
**"On-A-Car" Balancer . . . a complete, self-contained unit with all the features you've wanted in an on-the-car balancer. Includes most dramatic way yet devised to demonstrate un-balance—the "Balance Prover." The "Bear" is safer—you spin from side; simpler, both hands are free for making adjustments; more accurate, because of "Bear's" new Centering Tool!**



**"On-A-Car" Tire Truer . . . Now, a tire truer so fast and simple to operate, that anyone can learn to true tires accurately in minutes! Amazing new power take-off principle makes it possible to true any tire right on the car. Dramatic out-of-round test shows customer the need for truing. New "Bear" on-the-car Tire Truer does a complete job, all the way across the tread so as not to disturb the original arc of the tire.**



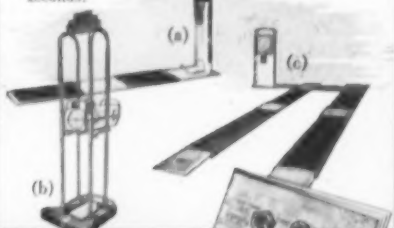
**Extra Heavy-Duty Service 9000-8300**  
For fast, accurate frame and alignment work on heaviest trucks, buses, tractors and trailers. Handles 95% of all frame and axle straightening without removing the body! Has power to spare with 60 tons of hydraulic pressure.



**197-84 Super Frame & Alignment Service**  
Everything you need for handling frame correction work and complete chassis alignment on cars and light trucks with greater ease and convenience. Gets the vehicle off the floor for quick, easier checking and correction. Has total capacity of 96,000 pounds of hydraulic power! Adjustable runways.



**"Bear" Safety Test Equipment (a) Wheel Alignment Tester** has automatic drive-over wheel alignment gauge. **(b) Headlight Tester** features clearly-visible calibrated screen to show car owner exact condition of headlights. **(c) Hydraulic Brake Tester** is completely automatic—tests brakes Dy-Namically in 15 seconds!



R-546RR

A FREE copy of the latest "Bear" Catalog is yours for the asking. It contains 48 pages of complete descriptions and illustrations on all "Bear" Safety Service Equipment, including the 6 money-making services shown here. Bear Mfg. Co., Dept. S-1, Rock Island, Illinois



## 727—Wet Surface Grinder

A universal wet surface grinder for grinding and resurfacing of heads, manifolds and blocks for inline and V-8-type motors, and most internal combustion engines is available from Peterson Welding Laboratories, Inc., 1423 Virginia Ave., Kansas City, Mo.

The grinder features a 5" faced, flat-dressed 16" grinding wheel and a centrifugal-force-flush coolant system which is said to allow a .010" cut in cast-iron stock in one pass. Wavy cuts are eliminated, according to the manufacturer, because the 5" facing on the grinding wheel spans cylinder openings and avoids the tendency to dip or "bite in" at these

openings and ride up at the bridges between them.

Want more info? Use coupon on page 106 and you will get it!

## 728—Power Mower

A 1.6hp power mower with two-cycle automatic governor control, a reversible handle and semi-pneumatic tires has been announced by Southland Mower Co., Selma, Ala.

The guarded blade is said to cut 1" to 3" high within 1/2" of any object. Side exhaust eliminates windrow. It is built on a steel base with an all-steel frame.

Want more info? Use coupon on page 106 and you will get it!

## 729—Contact Points

Heavy-duty contact points for quick heat dissipation and resistance to burning and pitting have been introduced by Wells Manufacturing Corp., P. O. Box 71, Fond du Lac, Wis.

The points feature heavy-duty tungsten discs and are furnished in



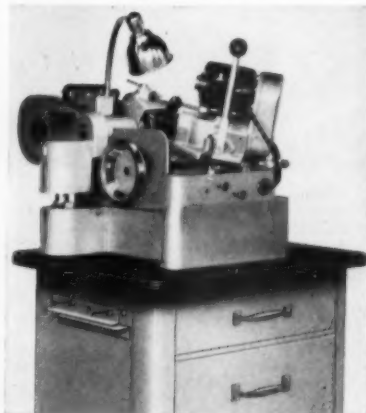
sets to fit Ford, Auto-Lite and Delco-Remy ignition systems.

Want more info? Use coupon on page 106 and you will get it!

## 730—Valve Refacer

A valve refacer, available as a cabinet or bench model, featuring a cup-type grinding wheel permitting grinding on the side of the wheel to maintain the same number of surface grinding feet regardless of wear, has been announced by Tobin-Arp Manufacturing Co., 6442 S. Penn, Minneapolis 23, Minn.

The grinding, chuck and feed spindles are ball bearing and have auto-



matic take-up for wear. The lubricant sump is of a drawer-type design for easy removal in cleaning and the special-formula lubricant is said to eliminate heating as metal is being removed, making a smoother finish. Chuck capacity range is from 1/4" to 3/4" stem diameter. It has a 4" head diameter with angle settings from 0° to 45° with automatic stops at 30° and 45°.

Want more info? Use coupon on page 106 and you will get it!

## 731—Remote Control Unit

A remote control unit for use in wheel alignment, making it possible for the operator to check and correct wheel run-out, caster, camber and toe without coming from under the car, the manufacturer said, has been announced by John Bean Division, 1305 S. Cedar St., Lansing 4, Mich. The unit is standard on 1955 John Bean Visualiner equipment and is available in kit form for installation on other models.

Want more info? Use coupon on page 106 and you will get it!



Model 111

**Don't Set Valve Gap  
"Close Enough"...**

*Set it  
Exactly Right!*

**IN HALF THE TIME**

**P&G  
Valve-Gapper**

...the new precision instrument that utilizes an entirely new principle in adjusting valve clearance, or "gap" on valve-in-head engines. The Valve-Gapper assures micrometer accurate valve clearance adjustment and instant location of noisy or defective hydraulic lifters.

- Reduce Valve Adjustment Time approximately 50 per cent!
- Check the Valve Gap Visually and get Micrometer Accurate readings BEFORE, DURING and AFTER Adjustment.
- The VALVE-GAPPER is Fast, Easy to Use—both hands are FREE to make adjustments while dial indicator registers exact setting.
- Use the VALVE-GAPPER for instant location of defective hydraulic lifters.
- Use the Dial Indicator for other shop tasks.

### MODEL 201—FOR GM DIESEL ENGINES

- Enables mechanics, owners, operators to—
- Adjust Valve Clearance
  - Time Fuel Injectors • Balance Fuel Racks

Order from Jobber or Write P&G Mfg. Co.

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Please send me Valve-Gapper literature and prices.

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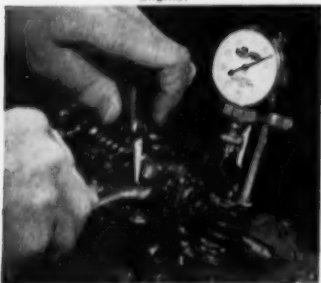
YOUR NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

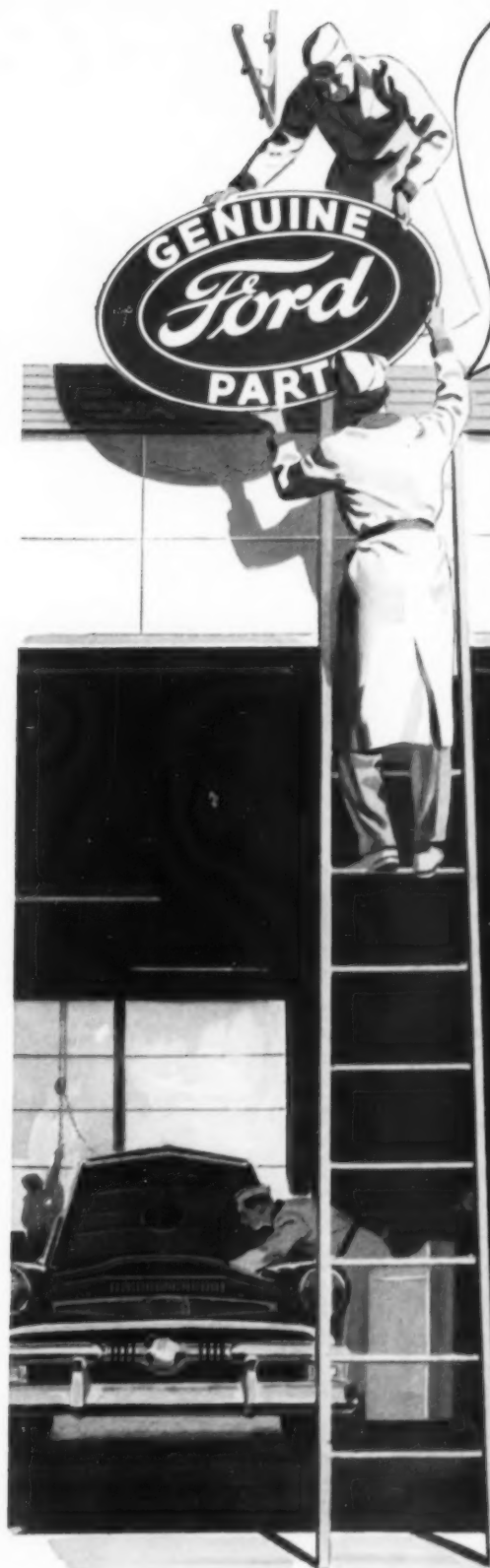
ENGINES SERVICED \_\_\_\_\_

MY JOBBER IS \_\_\_\_\_



Mechanic using Valve-Gapper on Chevrolet Engine.





# MORE FORD BUSINESS COMING UP

**Many more Fords will be coming your way when your shop is identified by the Genuine Ford Parts Sign!**

The reason's simple. Ford owners know from experience that a service station which takes the trouble to stock the right parts for their customers will take the trouble to give their cars the *right* kind of service.

What's more, the news gets around. You'll get lots of free word-of-mouth advertising from the many new customers your sign pulls in. Then, too, a hard-hitting national advertising campaign is constantly reminding Ford owners everywhere that Genuine Ford Parts are best for their cars.

Remember, too, the increasing number of Ford car and truck owners is an *ever-growing* market for your services. Genuine Ford Parts will help you get and keep your share of this business.

**So mail in this coupon today!** And we'll give you full information on how to get this business-boosting sign up over *your* shop in a hurry—at no cost to you.

#### PARTS AND SERVICE SALES DEPARTMENT

Ford Division, Ford Motor Company, Box 658, Dearborn, Mich.

Please send me complete information telling me how independent garages can get a Genuine Ford Parts sign. I'd like to cash in on this, too!

FIRM NAME \_\_\_\_\_

INDIVIDUAL'S NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_

### 732—Headlight Rim

A caddy-type chrome headlight rim for 1955 Fords has been introduced by Detroit Master Products Co., 16490 Woodward Ave., Detroit 3, Mich. It is designed to fit all '55 Thunderbirds, Mainlines, Customlines and Fairlanes.

Want more info? Use coupon on page 106 and you will get it!

### 733—AC Welder

A general purpose AC welder, covering a current range of 25-295 amperes and providing a 50% duty cycle in the normal welding range of 200 amperes and somewhat lower

duty cycles when higher settings are used, has been announced by General Electric, 1 River Rd., Schenectady 5, N. Y.

To simplify routine maintenance and primary connections, side covers may be removed by taking out three screws on each side.

Want more info? Use coupon on page 106 and you will get it!

### 734—Radio Door Control

A door control utilizing radio-frequency signals to actuate by remote control garage doors or estate gates, featuring an external light for illuminating the garage when the door is opened, has been announced by

DV Controls Division, Engineered Instruments, Inc., 955 Soto St., Hayward, Calif.

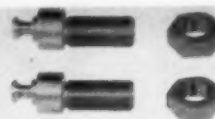
The unit, which operates from a 115-volt, 50/60 supply, is designed to mount against garage ceiling rafters. It contains a 1/4hp motor operating through silent chain drive a drawbar which is mechanically attached to the door. A friction clutch included in the drive permits overriding the door in either direction.

Want more info? Use coupon on page 106 and you will get it!

### 735—Anchor Pins

Adjustable eccentric anchor pins which can be substituted for non-adjustable brake shoe anchors on the front brakes of 1955 Chevrolets have been introduced by Ammco Tools, Inc., 2100 Commonwealth Ave., North Chicago, Ill.

The operation is said to require less than 15 minutes and the brake



shoe setting gauge and special adaptor can be used to secure 100% lining to drum contact, it was reported.

Want more info? Use coupon on page 106 and you will get it!

### 736—Parts Chart

A 43 x 41" wall chart showing its line of chassis and suspension parts for passenger cars and containing all necessary information for ordering has been issued by Moog Industries, Inc., 6650 Easton Ave., St. Louis 14, Mo. The chart is particularly useful to wheel alignment shops in explaining needed repairs to car owners.

Want more info? Use coupon on page 106 and you will get it!

### 737—Pressure Signal

A truck safety device which signals when brake air pressure begins to fall has been introduced by Robinson Products, Inc., 16550 Wyoming Ave., Detroit 21, Mich.

Called the triple safety low pressure signal, the unit is actuated by air pressure and cannot fail to operate due to broken wires, etc., the manufacturer claimed. When pressure reaches the danger point, the operator is warned by the appearance of a red lucite rod, at which time a minimum pressure of 50 lbs. remains.

Want more info? Use coupon on page 106 and you will get it!  
(More New Products on page 129)

# The NEW

## 7-INCH SHATTER-PROOF LUCITE PLASTIC ONE-PIECE LENS and DOOR

# STOP LAMP

# No. 90

## for TRUCKS and BUSES

### THIN and POWERFUL CAN BE SEEN FARTHER AWAY NIGHT AND DAY

### NO REFLECTOR!

- BIGGER — BETTER — BRIGHTER!
- Scientifically designed lens pattern. Approximately three times more light brilliance than present types of stop lamps.
- Lightest weight 7-inch stop lamp made. Entire unit weighs only 1 1/2 lbs.
- Only two major parts: rugged body and socket assembly.
- Extra heavy steel reinforcing plate welded to inside of lamp provides a sturdy, dependable mounting to truck body.
- Depth of lamp only 2-7/16". Full 7" diam., one-piece Lucite lens and door.

**REAR VIEW**  
4-way mounting bracket adjustable for right or left, up or down position.

Also furnished with 2 filament 21-3 C.P. bulb for use as a combination tail lamp-stop and tail lamp or directional signal.

**THIN MODEL**  
7" Flange Type Flash Mounting  
Lightweight—Only 1 1/2 lbs.  
No. 91 — Black enamel.  
No. 91-C — Chrome.

No. 90 — Lamp and bracket complete.  
No. V.P.-90 — Vapor-proof.

Available in 12-16 volts.

**WRITE FOR DO-RAY COMPLETE CATALOG**

**DO-RAY LAMP CO. 1458-68 MICHIGAN AVE. CHICAGO 5, ILL.**



ANOTHER  
VICTOR  
OIL SEAL  
FEATURE

## Finish like a Ball Bearing

(for perfect sealing of the housing)

### What good is an oil seal that leaks around its case?

But that's no problem when you replace with Victor Seals. They're carefully formed, then centerless ground or precision lathe turned on the O. D. to a ball-bearing finish.

That's the Victor Quality way of insuring absolute concentricity . . . true circularity . . . exact dimension . . . easy, accurate press fit . . . and most of all, perfect, leakproof contact of the seal's outer wall and housing surfaces.

Ball-bearing finish . . . oil, grease, and heat-resisting Victoprene sealing element . . . one-piece mechanical and chemical bond construction—all these are Victor developments for better sealing of the housing as well as the shaft.

There's no better way to do the job right and satisfy the customer—with added profit for yourself—than to recommend a Victor replacement for every oil seal you take out. Victor Mfg. & Gasket Co., P. O. Box 1333, Chicago 90, Ill.

### Which assortment should you order?

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In addition to good service, a profitable repair business requires good parts with strong sales support and a ready-made market. That's where the famous UMS lines can help you. With General Motors' experience of building 50,000,000 cars behind these lines, you can be assured of their quality—General Motors' quality that's unexcelled in the industry!

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For sales support—read the rest of these two pages and you'll see that here is the most aggressive and complete support ever put behind any line of automotive parts.

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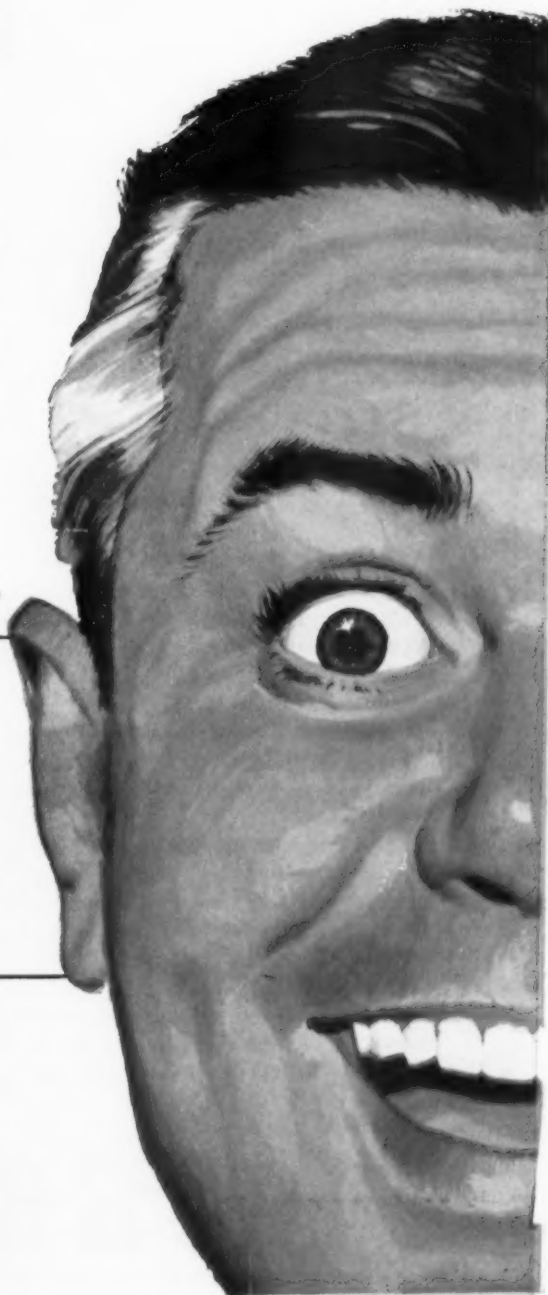
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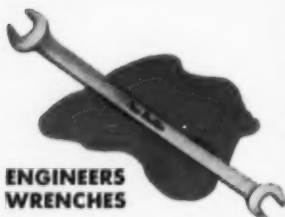
## SOCKETS

The famous New Britain top quality thin wall Sockets . . . fit easily into tight spots on modern motors.  $\frac{1}{4}$ ",  $\frac{3}{8}$ ",  $\frac{1}{2}$ " and  $\frac{3}{4}$ " Drives in all needed openings. Triple plate, chrome finish.



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Sturdiest, smoothest Ratchets made. Exclusive double pawl mechanism gives extra strength without bulk. Streamlined head gets into confined spots easily.  $\frac{1}{4}$ ",  $\frac{3}{8}$ ",  $\frac{1}{2}$ " and  $\frac{3}{4}$ " Drives.



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Thin, strong, balanced Wrenches, forged of finest alloy steel. Open End, Box, Tappet and Combination styles in all sizes.



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New Britain Tools afford a complete selection of individual Tools and Sets for reaming or honing bushing of  $\frac{1}{8}$ " diameter to cylinders 8" in diameter.



## VALVE LIFTERS

Available in sizes and types to service all makes and models of passenger cars, trucks, buses and tractors.



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Modern design Tools for retracting or setting studs. Slip-proof design with milled jaws. Made in  $\frac{3}{8}$ " and  $\frac{1}{2}$ " Square Drive — capacities  $\frac{1}{4}$ " to  $\frac{3}{4}$ ".

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SOUTHWEST AUTOMOTIVE  
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MARCH 31-APRIL 3

## More New Products

(Continued from page 124)

### 738—Hub Cap Remover

A hub cap and disc remover which, according to the manufacturer, will not damage paint or dent the parts has been introduced by Presto Manufacturing Co., Ltd., 302 Fort St., Winnipeg 1, Canada.

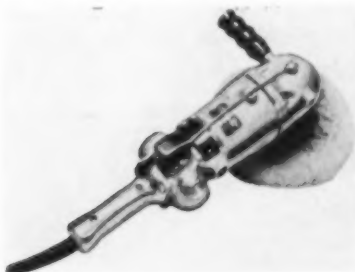
The tool features a rubber grip-type handle which can be used for replacement of hub caps. Other uses of the device are removal of front wheel grease cap, transmission and snap rings, door hinge pins, chrome moulding and strips, water pumps and cylinder heads after removing studs, it was reported.

Want more info? Use coupon on page 106 and you will get it!

### 739—Heavy-Duty Polisher

Two heavy-duty polishers, one automatic, which are 60% more powerful than previous models but 5% lighter, have been announced by Black & Decker Manufacturing Co., 600 E. Pennsylvania Ave., Towson, Md.

The polishers feature a centrifugal fan to increase the amount of air



passing over the commutator and a redesigned handle for more comfortable operation. A compound called Vitri-Glaze for use with the polisher's in removing road scum and paint chalk and to polish finishes is also available.

Want more info? Use coupon on page 106 and you will get it!

### 740—Wrecking Accessories

Equipment to convert a Willys four-wheel-drive truck or Jeep into an all-service wrecker for service stations, tire companies, automobile dealers or garages is available from Koenig Iron Works, 2214 Washington Ave., Houston, Texas.

Units, which can be purchased or used separately, are power take-off extension, helper springs, bed-mount winch, wrecker frame, boom, spacer bar, lift plate and cable, the announcement said.

Want more info? Use coupon on page 106 and you will get it!

### 741—Oil Filter Kit

An oil filter kit for 1955 Chevrolet V-8's, featuring a Micronic refill and a "dirt check" window, has been announced by Purolator Products, Inc., Rahway, N. J.

The Micronic element, said to resist channelling, unloading, warping

and disintegration, reportedly removes solid contaminants of micron size (.000039") and takes sludge, acids and water droplets out of oil but leaves detergent additives undisturbed, the manufacturer said.

Want more info? Use coupon on page 106 and you will get it!

### 742—Tubeless Repair Kit

A repair kit for tubeless tires containing materials to handle injuries up to 5/16" in diameter has been announced by Kex Products, Inc., 7259 Lansdowne Ave., St. Louis 19, Mo.

The kit contains one pistol-grip trigger-type repair gun for injecting sealing compound into injuries, one

buffer for cleaning the damaged area inside the tire, three cartridges of sealant, one eight-oz. can of tire plug cement, six tire plugs with rasp quill No. 11RQ and six plugs No. 12RQ.

Want more info? Use coupon on page 106 and you will get it!

### 743—Wind Silencers

Wind silencers, said to fit most popular cars, including those with wrap-around windshields, have been announced by Gordag Industries, Inc., Minneapolis 17, Minn. Made of steel finished in chrome, they can be quickly attached by the purchaser.

Want more info? Use coupon on page 106 and you will get it!



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#### 744—Reconditioning Equipment

A precision guide reamer to produce oversize bores in integral valve stem guides, featuring alignment on a tapered arbor principle and long aligning bushings for accuracy, has been announced by Cedar Rapids Engineering Co., 915 17th St. N. E., Cedar Rapids, Iowa.

A universal head stand, adjustable for length to accommodate passenger car and light truck head from straight 8's to V-8's, has also been introduced. Heads can be rotated 360° and locked in any position. Valve seat grinding, valve seat insert operations and guide reaming can be accomplished without removing the head from the stand,

according to the manufacturer.

Want more info? Use coupon on page 106 and you will get it!

#### 745—Adhesive Kits

Two adhesive kits containing applicator gun and adhesive supply, one with four 7½ oz. cans of super weatherstrip adhesive and the other with four 7½ oz. cans of black weatherstrip adhesive, have been announced by Minnesota Mining and Manufacturing Co., 900 Fauquier St., St. Paul 6, Minn.

The gun is a pistol-type pump with a drawn spout and a screwdriver tip which can be swiveled into position without tipping the container. It can

be dismounted for cleaning and reassembled in a matter of minutes, the manufacturer said.

Want more info? Use coupon on page 106 and you will get it!

#### 746—Caster, Camber Shims

Ball joint front suspension caster and camber shims for 1955 Chevrolet cars and sedan deliveries have been announced by Champ-Items, Inc., 6191 Maple Ave., St. Louis 14, Mo.



Packed in a hinged-lid metal box, they are packed in assortments of 72, 24 each of 116A and B, and 12 each of 116C and D.

Want more info? Use coupon on page 106 and you will get it!

#### 747—Tubeless Tester

A tubeless tire tester consisting of an aluminum tank mounted on a base with arbor support and arbor to hold the tire and allow it to rotate is available from Bishman Manufacturing Co., Osseo, Minn.

The lower portion of the tire and wheel is submerged to locate leaks in the bead, valve, wheel rivets or the tire itself.

Want more info? Use coupon on page 106 and you will get it!

#### 748—Battery

A battery with a resilient plastic rubber resin alloy container, which is claimed to be up to three times stronger than rubber, has been announced by Laher Tire and Battery Corp., 26th & Magnolia, Oakland 7, Calif.

The battery is said to contain more liquid, thus eliminating the necessity for frequent watering and keeping a cooler operating temperature. Life of the unit is guaranteed to be four years, the manufacturer said.

Want more info? Use coupon on page 106 and you will get it!

#### 749—Tubeless Repair Kit

A tubeless tire repair kit featuring a rubber plug which is inserted into the tire with rubber fins integrating into the casing to seal the puncture has been introduced by The Buxbaum Co., 1260 7th St., W. Canton, Ohio.

The repair, which is used after a tire has been removed from the wheel, is available in three sizes. The kit also contains a plug-pulling tool and lubricant-cement.

Want more info? Use coupon on page 106 and you will get it!

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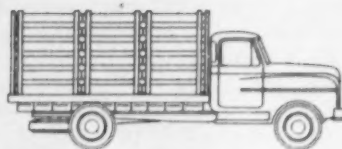
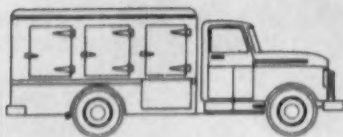
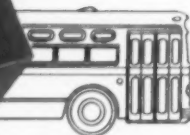
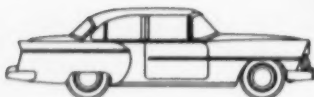
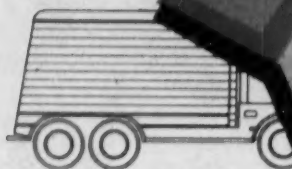
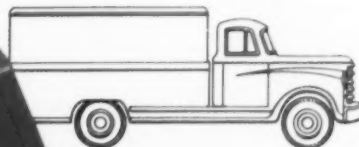
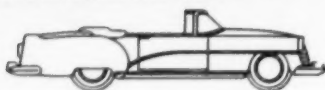


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sure National seals are exact replacement.

(If you suddenly need a really odd-ball seal which your jobber doesn't stock, he orders it from National's convenient nation-wide warehouses. Delivery is practically overnight—not next month!)

For seals, for other key parts you need, patronize your National Oil Seal jobber. He's the man who's got the big complete line, and gives you top service to boot!

It's easiest to keep popular seals on hand in a National Oil Seal service stock. Exclusive feature of National cabinets lets you find the right seals fast, and warns when stocks of any given number are low. Your jobber keeps the stock up. Two stocks: big one contains front and rear wheel seals for popular cars; smaller stock (ideal for lube stations) contains front wheel seals only. Catalog, price sheet, steel enameled cabinet supplied.

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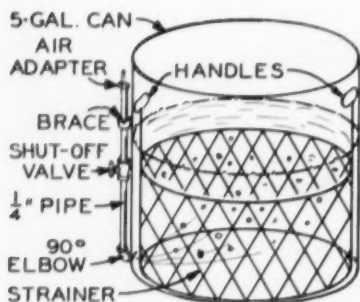


## TIME SAVERS

### To Make a Cleaner For Small Parts

**T**HIS is an ideal little parts cleaner I have found very handy around my shop. It's simple to make and even simpler to operate.

Use any 5-gal. can. Weld a 1/4"



adapter into the side of the can. Screw a 1/4" 90° elbow on the adapter. Attach a 1/4" x 4" nipple. Screw a 1/4" control valve about 4" from top to control air. From control valve place an air chuck.

To operate place air hose over chuck. Open valve as freely as desired, enough to cause fluid to begin to roll or boil. This method works on the same order as a washing machine. It will create a circulation around the parts and clean them better and faster.—*City Garage, Prentiss, Mississippi.*

### Replacing a V-8 Ford Oil Pressure Gauge

**W**HEN replacing the V-8 Ford oil pressure gauge or block unit mounted on the bell housing

and it does not loosen with a wrench, we use this method:

A few taps on each side with a long blunt punch on top of the gauge and the soldered connection will break, leaving a square shank to be removed with a socket wrench.—*C. Kernaghan, 2324 Harris, Independence, Missouri.*

### Making Switch Nut Wrench For Windshield Wiper

**I**F you don't have a wrench to fit the nut on the 1954-55 Buick windshield wiper control switch, you can make one from a short piece of 1/2" standard water pipe. It is just the correct diameter.—*Arthur Kay, Sitton-Buick Company, 38 Westfield Street, Greenville, South Carolina.*

## WHAT'S NEW?



Good news is always coming from Champ-Items, with new service items, short cuts to help you lick tough service problems. Here are two more you will go for!

**No. 105 Spring Shackle Oversize Stud Assembly** for rear spring front hanger for Ford 1949-54 and Mercury 1952-55. The rear spring front hanger on Ford and Mercury cars is welded or riveted to the frame. When the stud holes are worn, a new stud will not correct the wear in hanger. To eliminate replacing hanger simply install Champ-Items No. 105 Tapered Oversize Stud.

List \$1.00 each.



**No. 109 Idler Arm Take-Up Kit** for late model cars—provides proper tension, eliminating idler arm looseness and noise. Helps keep toe-in setting accurate for easier steering. Assembly consists of oil-resisting rubber grease retainer, compression spring, thrust washer and cup.

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### Removing Oil Pan Faster On '49-54 Chevrolet

HERE is a method I use to save 45 minutes or more when removing oil pans from '49-54 Chevrolets:

Remove the crank pulley, remove the upper engine support bolts and raise the engine approximately 2½". Place a 2 x 4 block between the engine support and the engine mounting plate. This will give clearance between the third arm and the pan for easy removal.

Replace in reverse.—C. T. Essie, Modern Chevrolet Company, Winston-Salem, North Carolina.

### Cylinder Holding Device For Buick Power Brake

AN IDEAL holding fixture for power brake cylinders on 1953-54 Buicks is a Dynaflo low or reverse brake band slipped over the housing and clamped in a vise. There is no chance of distorting the cylinder, since the band fits snugly around the complete circumference of the cylinder and requires very little pressure on the vise. Both ends of the cylinder are exposed and it can be completely disassembled or reassembled without removing it from the vise. — Arthur Kay, Sitton-Buick Company, 38 Westfield Street, Greenville, South Carolina.

### Fixing Directional Switch On Nash Signal Light

THE directional signal light switches on many of the Nash Statesman and Ambassador series often fail to cancel after only a small amount of use. In nearly all cases the switch is too far from

the cam on the mainshaft.

Remove the steering wheel and upper mainshaft bearing support plate. This plate also supports the signal light switch. With a small round file, elongate the two switch mounting screw holes in the plate approximately 3/32" toward the mainshaft. When re-assembling, push the switch toward the mainshaft as far as it will go while tightening the two mounting screws. This will cure the trouble.

—Victor McGee, L. E. Dick Motor Company, Mayfield, Kentucky.

### Constructing a Jack For Transmission

TO MAKE a transmission jack, take a piece of sheet stock 3/16" thick, 20 x 10". Cut off 6", making two pieces — one 6 x 10", the other 14 x 10". Mount four casters on the 14 x 10" piece. Mount a scissors jack on top. Bend the 6 x 10" in a V-shape (drill ¾" hole in the center before bending it). Drill a ¾" hole in the top of the jack and bolt on. Put a ½" cap screw in the handle hole drill and pin.

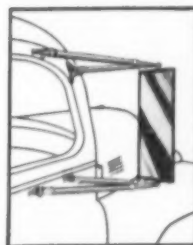
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No. 502



No. 501

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Use  $\frac{3}{4}$ " socket wrench to raise and lower the jack. This entire unit can be built using an electric drill, as no welding is required.—**Jack Monroe, Jack Monroe's Garage, 2 Montclair Road, Leesburg, Florida.**

## Pulling Worn Bushings From Blind Holes

**I**N PULLING worn bushings from blind holes as in starters, generators, etc., run a tap of suitable size into the bushing.

With the tap cutting a few threads inside the bushing, the turning of the tap will either free it, or when the tap bottoms in the hole, it will act like a wheel puller and force the bushing out. —**Stanley Clark, Box 222, East Bradenton, Florida.**

## When Plunger Is Stuck On a Valve Lifter

**W**HEN disassembling hydraulic valve lifters for cleaning, I usually find the plunger is stuck

in the body and is hard to separate if you don't have the proper tools.

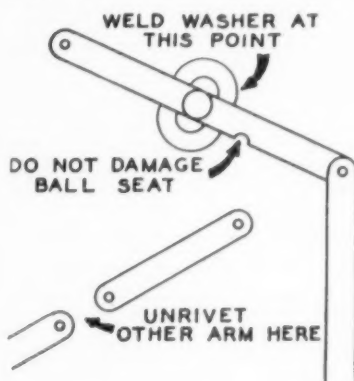
An easy method to do this is to remove the retainer and push rod seat, then hold the body in one hand and hold the nozzle of the air hose firmly against the hole inside the plunger and quickly open the air valve. The compressed air will pop the plunger out of the body.

If it is stuck too tight, submerge the lifter in parts cleaner for a few minutes to soften the varnish and repeat the above procedure.—**Arthur Kay, Sitton-Buick Company, 38 Westfield Street, Greenville, South Carolina.**

## Repairing Regulator Arms On Power Window Lift

**O**N CARS equipped with the power lifts, the regulator arm sometimes breaks where hinged. To repair this, I take a  $\frac{1}{2}$ " flat washer and saw it in half, fit the broken arm together on the upper and lower sides of the arm, electric-weld washer to arm.

Then I dress rough metal from the arm, being careful not to



damage the recess for the cylinder plunger. Carefully take the other cross arm apart at the riveted center section, reinstall the welded arm, rivet and then reinstall the assembly.—**Monroe N. Hays, 4118 Lamont, Corpus Christi, Texas.**

## To Remove Screws From Door Hinge

**P**HILLIPS head door hinge screws can be removed from many automobiles by using an old No. 3 or No. 4 Phillips screwdriver when there is no Phillips bit socket handy.

The screwdriver should be cut off to about 3" long and the cut end ground square to fit a tap wrench. This makes it much easier

# Please Advise Immediately..

...If you have any other item that will prove as beneficial as Grant Piston Rings!





**RICHMOND-CHASE COMPANY**  
SAN JOSE, CALIFORNIA

January 26, 1955

Trinchero Auto Parts  
618 S. First Street  
San Jose, California

Attention  
Mr. Robert Trinchero

Dear Bob:

One golf game that I played actually paid dividends and that was when you recommended Grant rings.

We authorized you installing these rings in our lift trucks and highway truck motors and have been very pleased with the results.

Piston wear and gas and oil consumption are costly items and we believe Grant rings will help us to cut down on these expenses.

My sincere thanks for your recommendation and if you have any other item that will prove as beneficial as these rings have please advise immediately.

Sincerely yours,  
**RICHMOND-CHASE COMPANY**  
*Bert Legg*  
Bert Legg



**FORK LIFTS**  
Use **GRANT PISTON RINGS** especially where inside gas fumes are likely to impair health.



**GRANT PLAIN RING**  
A free ring made of the finest grade cast iron for quick seating and excellent bearing surface.

**GRANT COMPRESSION RING**  
Excess power, prevents blow-by and is an excellent transfer of heat.

**GRANT OIL RING**  
Patented dove tail design carries back excess oil, allowing just the right amount of lubrication.

◀ The material a piston ring is made of is important... but beyond material, ring design is what does the real job.

While others may attempt to control oil and save power by merely changing the appearance of their rings, Grant Piston Rings continue to perform best through the excellence of their unique and patented design.

Dealer information furnished on request.



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### ORDER FROM NEAREST WAREHOUSE—

Automotive Warehousing Co., Inc.  
477 8th St., N. E.  
Atlanta, Georgia

Bethlehem Equipment Corp.  
109 W. 64th St.  
New York 23, New York

C. A. Solberg  
1122 E. Pike  
Seattle, Washington

to loosen the screws than when using a regular Phillips screw-driver. Also they can be made tighter when reinstalling the door hinge screws.—*Rupert Dalrymple, 2706 Louise Avenue, Baltimore 14, Maryland.*

### Making a Special Wrench For Lincoln Generator

**R**EMOVING the rear generator mounting bolt on a late Lincoln is not easy. There's not enough room to slip a box socket on the nut, and it's too near the car-frame for an end wrench. A special tool is called for and it's easy to make one out of a cheap end wrench.

Simply cut off the 5/8" end, leaving about 3" to make a short stubby handle. Such a tool holds "back up" on the nut very nicely while almost any wrench can be used to turn the head of the bolt.—*Lynn F. Snoddy, 1622 Vivian Street, Shreveport, Louisiana.*

### Checking Pawl with Shaft From Overdrive Solenoid

**E**VERY mechanic who works on Overdrive transmissions should have the shaft from a discarded overdrive solenoid in his tool box. It is the ideal tool for checking the pawl fast and easy. The pawl may be pushed in, of course, with almost anything, but if it happens to stick slightly, getting it out is something else again.

I insert the old solenoid shaft, turn 90° and then you can pull with pliers, if necessary.—*Victor L. McGee, L. E. Dick Motor Company, 415 North 7th Street, Mayfield, Kentucky.*

### Replacing Water Pumps On Chrysler V-8's

**R**ECENTLY I have had to replace water pumps on several Chrysler V-8 cars equipped with air-conditioning and power steering because of lack of lubricant.

For a time-saving short cut, remove the grease fitting on the water pump. Take a piece of 5/16" copper tubing approximately 10" to 12" long, thread one end of the tubing and swell the other end. Put the threaded end in the water pump and insert the grease fitting in the other end.

This will enable the water pump to be lubricated properly.—*Earl L. Pickett, 420 West Bursleson, Wharton, Texas.*

### To Save Exhaust Gasket On Chevrolet Truck

**O**N LATE-MODEL Chevrolet trucks (235 to 261) it is almost impossible to keep the exhaust pipe gasket from burning out, especially on trucks used on long runs. By using gasket part No. 3696990 instead of No. 3692831, which is specified, trouble is eliminated.

The engine comes equipped with a thin flat gasket, but the manifold is machined to use the 3696990 gasket. This substitution has cured

many such headaches in this area.—*C. T. Essie, Modern Chevrolet Company, 800 West 4th Street, Winston-Salem, North Carolina.*

### Develops Air-Locking Rim

An air-locking rim for all types of tubeless truck tires has been developed by Goodyear Tire & Rubber Co. Officials said this permits adding the tubeless to the present standard design and construction of truck tires in the same way as done for passenger cars.

## for greater safety

## more light from K-D heavy duty rear lites

Here's greater safety from stop and rear signals on heavy duty units . . . trucks, buses, tractors and trailers. The semaphore prism lens of KD 201 and KD 200 effects maximum light output with correct distribution. These K-D Class A Lites provide new car stop and rear light efficiency for all vehicles.

Engineered for heavy duty service, these Lites are made of bonderized steel . . . reenforced for long hard usage . . . black enamel finish. Diameter 4 1/8" . . . depth 2 1/8". Heavy gasket between door and 3 1/2" glass lens . . . neoprene rubber grommet for wire leads . . . complete moisture protection. Double contact 21-3 cp bulb.

**KD 201** Class A Stop and Rear Lite . . . universal mounting . . . slotted bracket fits all bolt hole centers.

**KD 200** Class A Stop and Rear Lite . . . easy vibration-proof mounting. Grommeted wire leads from center of back on line with two 1/4" mounting bolts spaced 2" apart.



KD 201



KD 200



KD 34

**KD 34** Lites . . . single hollow bolt mounting . . . detachable brackets. 3 1/2" glass semaphore lens throws more light. Bonderized steel . . . black enamel finish.

**KD 34** Oversize Rear Lite for heavy duty vehicles. KD 34SL includes segment lens window for license plate illumination.

**KD 34ST** Stop and Rear Lite . . . sturdy heavy duty rear lite . . . clearly visible stop lite . . . includes segment lens window.

**The Complete Line** These heavy duty rear lites are another part of K-D's single-source-service for all automotive Saftee Products.

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# Engines treated with the

# TRIZOL TRIO

amaze owners...keep customers yours!



MADE WITH *100% Degummed\** CASTOR OIL

...the oiliest oil in the world!

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TRIZOL's three essentials for superior engine care and treatment—"CASTA-CARBONOFF,"

"CASTA-FILM" and "CASTA-LUBE"—are laboratory achievements that will enable you to give your customer unprecedented engine performance. You'll

win him for keeps...attract his friends, too!

The TRIZOL TRIO has double barreled potential...Restores original zip to tired motors—keeps new motors young. Activating *100% degummed Castor Oil*—the oiliest oil in the world—does the job!



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Send full information on the TRIZOL TRIO Tune-up System today:

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LEARN MORE ABOUT THE  
TRIZOL TRIO—AND HOW THEY  
CAN HELP YOU SELL AND SAT-  
ISFY MORE! ASK YOUR JOBBER  
OR MAIL THE COUPON.





Seated at table are (l. to r.): John W. Maloof of Atlanta, director of the Georgia Citizens Council; Don Costa of Montgomery, Ala., Southern regional representative of the Inter-Industry Highway Safety Committee; M. R. "Bud" Darlington of Washington, D. C., managing director of the committee; Col. R. W. Boyles, Southern coordinators chairman and West Virginia public safety department director; Bob Shinn, director of the National Safety Council's "Operation Safety" program, and Maj. N. W. Kimbrough of Montgomery, Alabama public safety department service division chief and vice-chairman of the Southern Conference of State Safety Coordinators. Others are representatives from the remaining Southern states belonging to the conference.

### Safety Coordinators Study Vehicle-Check Program

**T**HE Southern Conference of State Safety Coordinators, meeting in connection with the Southern Safety Conference at New Orleans late last month, was presented a total picture of the 1955 National Vehicle Safety Check Program for Communities.

At a breakfast meeting staged by the Inter-Industry Highway Safety Committee in behalf of the three national sponsors of the safety-check program, coordinators from 12 of the 14 Southern states heard M. R. Darlington, Jr., Inter-Industry managing director, and Bob Shinn, "Operation Safety" director of the National Safety Council, outline plans and objectives of the 1955 NVSCPC.

The safety-check program this year is being sponsored jointly by Inter-Industry, Council and *Look* magazine, in cooperation with the National Conference of State Safety Coordinators and its various regional components.

Nearly 600 communities thus far have been indicated as prospects for the autonomous community-wide citizen safety-checks of cars and trucks.

**SAY!** IT'S  
A CINCH  
TO  
INSTALL!

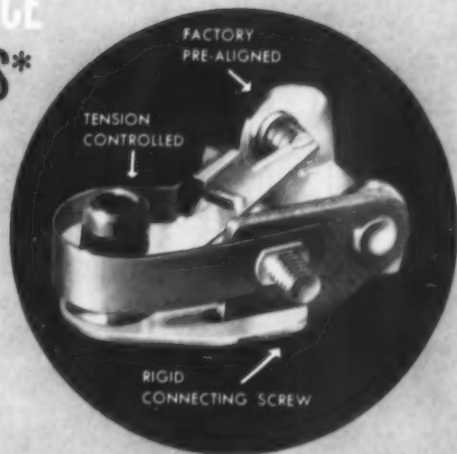
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for use on:

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**MANUFACTURING CO., INC.**  
FAIR LAWN, NEW JERSEY



**WRITE FOR FREE BULLETIN 5F ON BREAKER POINT SERVICE**

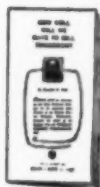


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The national association of publishers of 171 technical, professional, scientific, industrial, merchandising and marketing magazines, having a combined circulation of 4,022,707 . . . audited by either the Audit Bureau of Circulations or Business Publications Audit of Circulation, Inc. . . . serving and promoting the Business Press of America . . . bringing thousands of pages of specialized know-how and advertising to the men who make

decisions in the businesses, industries, sciences and professions . . . pin-pointing the market of your choice.

Write for list of NBP publications and the latest "Here's How" booklet, "How Well Will We Have to Sell Tomorrow?", by Ralston B. Reid, Advertising & Sales Promotion Manager, Apparatus Sales Division, General Electric Company, Schenectady, N. Y.



"We depend on  
Business Publications  
for vital news  
of a dozen industries..."

says E. J. Thomas, President

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"Alert reporting and expert interpretation of engineering and business news," Mr. Thomas adds, "make a variety of business periodicals 'must' reading for Goodyear executives."

Where editorial pages are "must" reading, advertising pages are studied, too. When the news and the articles of a magazine are essential and helpful to a reader, the facts and figures in the advertising pages impress him deeply.

Business publications provide a direct sales route for any product or service of benefit to business or professional men.



## **NEW! IMPROVED! DIFFERENT!**

• has no oily layer • gives better protection against rust and corrosion

This improved PEAK® ANTI-FREEZE is completely new . . . even to a new can design. It's unlike any other national permanent-type brand. Eight separate ingredients are carefully measured and blended to produce a product that gives unsurpassed freeze protection . . . unequalled anti-rust protection. In the new PEAK, there's no layer of oily rust inhibitors. Instead, it contains an *exclusive combination\** of ingredients that provide better rust and corrosion protection than any other national brand.

The new PEAK won't creep, seep or leak from any

*\*Patent Pending*

system tight enough to hold water. And only the new PEAK gives FULL-RANGE PROTECTION . . . protects cooling system metals whether a strong or weak solution is used. This feature makes PEAK the ideal anti-freeze for all regions—North or South, East or West.

If you want to offer the finest anti-freeze to your customers this year, talk to a CSC distributor before you order your requirements. For more information and the names of your nearest suppliers, write to Commercial Solvents Corporation, Automotive Specialties, 260 Madison Ave., New York 16, N. Y.



PEAK® ANTI-FREEZE • NOR'WAY® ANTI-FREEZE • NOR'WAY CHEMICALS

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advocated in the design & construction  
of COLE-HERSEE Electrical Products  
for CAR, TRUCK, BUS, TRACTOR  
FARM & MARINE APPLICATIONS**

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SOUTHWEST AUTOMOTIVE SHOW



## COLE-HERSEE PRODUCTS

ARE "BUILT TO CARRY THE ELECTRICAL LOAD"

HEADLAMP SWITCHES	TRAILER CONNECTORS
STARTER SWITCHES	PLUGS & SOCKETS
HEATER SWITCHES	VOLTAGE CONTROL UNITS
PANEL SWITCHES	DASH & PILOT LIGHTS
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PUSH PULL SWITCHES	PROTECTIVE DEVICES
FOGLIGHT SWITCHES	NEUTRAL SAFETY SWITCHES
WINDSHIELD WIPER SWITCHES	MAGNETIC SOLENOID SWITCHES
BACK-UP LIGHT SWITCHES	IGNITION LOCK SWITCHES
DIMMER SWITCHES	SWITCH KNOBS
DOOR SWITCHES	RHEOSTAT SWITCHES
HEAVY DUTY SWITCHES	TRAILER ACCESSORIES
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HYDRAULIC STOP LIGHT SWITCHES	FARM IMPLEMENT CONNECTORS
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**COLE-HERSEE COMPANY** 20 OLD COLONY AVENUE  
BOSTON 27, MASS., U.S.A.



## SW Show (Jobber News)

(Continued from page 57)

This will be the second time for the show to be spread in San Antonio, the first occasion being March 23 to 26 in 1950. The 1955 version will be bigger, with 206 exhibitors this year compared with 189 in 1950, 366 booths against 335 in 1950 and 56,750 square feet of floor space compared with 50,000 in 1950.

The first Southwest Show was on Jan. 20-23, 1938, in Fort Worth, where it has been spread twice, against three times in Houston, four times in Dallas and once in Oklahoma City.

For three years following 1938, the show was held consecutively — in 1939, 1940 and 1941. At that point, World War II put a stop to such exhibits and it was not attempted until at Houston, during the memorable cold wave of Feb. 27-28 and March 1-2, 1947. Since then the show was set up every year through 1953, missed 1954, but is scheduled to return to the every-year basis with the 1956 event scheduled for Houston.

### 2,412 Exhibitors Have Shown

In the 11 previous shows, a total of 2,412 exhibitors have occupied 4,388 booths and the total floor space available has been 960,000 square feet. Automotive wholesalers to the number of 2,179 have sponsored previous shows and, according to announcements of attendance at the close of all previous shows, total attendance has been 215,671.

This year's show is being conducted as an experiment — and apparently a successful one — at the management level.

There is no employed manager, but the show is being operated through the Dallas office, and Secretary Helen Bumpus, by an executive committee.

This committee includes Show President Elmer Miller, the Straus-Frank Co., San Antonio, but its chairman is W. W. Whitis, W. W. Auto Parts Co., Victoria, Texas. Two other members are Walter Frazier, Hirsig-Frazier Co., Dallas and C. H. Mountjoy, The Mountjoy Co., also San Antonio.

Officers in addition to Miller and Frazier, who is show treasurer, are Harry Spear, first vice-president, Moog Industries, Inc., San Antonio, and W. F. Barbee, second vice-president, Voss - Hutton - Barbee Co., Little Rock, Ark.

In addition to the officers, direc-

tors are: John Bales, John Bales Auto Co., Fort Worth; W. Y. Caldwell, Champion Spark Plug Co., T. H. Everett, Monkey Grip Sales Co., and T. C. Garrett, Straus-Frank Co., all of Dallas; J. N. Greiner, Greiner Auto Parts, New Orleans; John McKinney, Van Norman Co., John Patrick, Mountjoy Parts Co. of Houston, and B. T. Scofield, Johns-Manville Sales Co., all of Houston; R. L. Sanders, Automotive Supply Co., Amarillo; Ken Stout, Unit Parts Co., and H. J. Vanhook, Van's Auto Supply, both

of Oklahoma City.

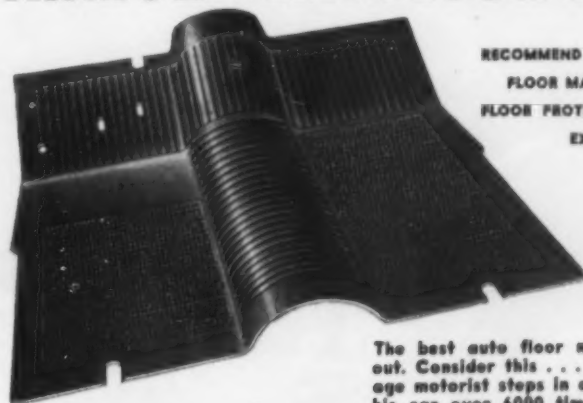
The show committee, also headed by Whitis, includes four San Antonio members as follows: R. W. Johnston, Black and Decker Manufacturing Co., Coy Kerr, Raybestos Division, Al Kraft, Fritz Keller Co., and Ben Reininger, Motor Parts and Machine Co., with J. T. Davis Motor Parts Co., Corpus Christi, and the president.

The show at Houston next year, May 10 through 13 in the Coliseum, will be the first completely air-conditioned one.

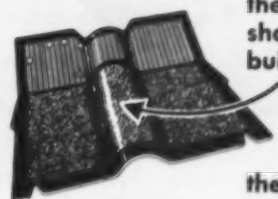
when a car is  
2 years old or more,  
it's time to sell  
a mat for the floor!



... but be sure it's an  
**ARMOR-FLEX FLOOR MAT**



RECOMMEND ARMOR-FLEX  
FLOOR MATS FOR FULL  
FLOOR PROTECTION—FOR  
EXTRA PROFIT.



the  
shape is  
built-in



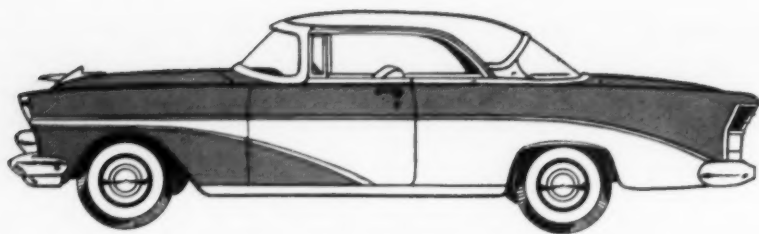
the  
strength  
is in the  
seam

The best auto floor mats wear out. Consider this . . . the average motorist steps in and out of his car over 6000 times in a 2 year period—spends perhaps 650 hours behind the wheel. The floor mat takes quite a beating . . . wears out . . . needs replacement.

It will pay you to promote the ARMOR-FLEX line of floor mats. They're custom made by a special process that shapes the mat permanently. The contour of the floor board is built into the mat for perfect fit—for easy installation. The seam (where floor board meets the hump) is reinforced with an extra piece of rubber welded into position for better "shaping" and maximum strength.

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**Modern two-tone styling calls for**  
*sharp, clean masking*

Get precision color separation with

**SCOTCH**  
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 Masking Tape!



Repainting flashy new cars—older cars too—calls for high-style two-tone work. To turn out perfect jobs use the masking tape that always holds tight . . . it's thin—

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**3M Automotive Products**

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"There's my display for the tire exhibit, gentlemen. I think it'll stress the importance of good tire covering."

### Engine Rebuilders Plan Meeting in Cleveland

**T**HE Automotive Engine Rebuilders Association is planning its annual convention to be held in Cleveland, Ohio, May 8, 9, 10 and 11 at the Hotel Cleveland.

There will be no display of products, but standardized conference booths will be provided for suppliers to discuss new products and selling plans. Two subjects featured on the program will be "Valves, Valve Failures and Correct Procedures" and "Additives in Lubricants."

Conference periods with jobber-rebuilders visiting manufacturer booths will occupy three half-days with the other half-days devoted to the business program and speeches by leading personalities in the industry.

### MEWA Stresses Survival At Southwest Meeting

**"K**EYS to Survival in a Competitive Era" will be the theme of the Motor and Equipment Wholesalers Association business conference at San Antonio, Texas, on March 30 before the opening of the Southwest Automotive Show.

Discussions will spotlight a practical approach to profitable sales practices, credit financing, market analysis, cost control and diversification, among others.

Featured on the program will be a talk about MEWA's recently-inaugurated group insurance plan by John W. Davis, president, Imperial Industries, Inc.; an evaluation of current trends in wholesaling by B. W. Ruark, MEWA general manager; a discussion of methods of building sales by Howard Reed, management and legislative counsel to MEWA, and "Profit Is Where You Find It," a talk by Charles H. Davis, MEWA Southern representative.

Jay T. Davis of The Motor Parts Co., Corpus Christi, Texas, secretary of MEWA, will preside.

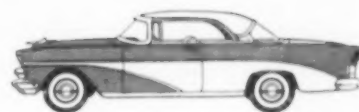
All wholesaler and manufacturer executive and sales personnel are invited to attend.

### Strausz Hires Burce Lewis

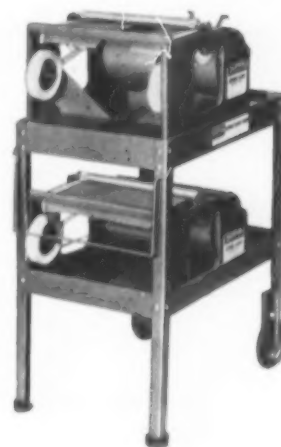
Strausz, Inc., Atlanta, Ga., has named Burce Lewis, former sales manager of Glamour Products Co., Syracuse, N. Y., to cover Florida, South Georgia and South Alabama, with headquarters temporarily in Orlando, Fla.

### Atlanta Agency Adds Two Lines

Harry I. Malsby, Atlanta, Ga., manufacturers' agent in the Southeast, is now handling the sales of Automatic Radio Manufacturing Co., Boston, Mass., and Steelcraft Tool Manufacturing Co., New York, N. Y.



... and here's the  
right Apron Taper  
for two-tone  
*masking!*



NEW "SCOTCH" BRAND MULTIPLE APRON TAPER (top unit on stand) delivers a choice of two widths of pre-taped aprons. Can be loaded either with 6" and 3" aprons or with 9" and 3" aprons. Combined with regular 12" "SCOTCH" Apron Taper (lower unit on stand) you've got the proper width aprons for neat, speedy masking of any area on any car.

REG. U.S. PAT. OFF.  
**SCOTCH**  
BRAND  
**APRON TAPERS**

Order now from your 3M jobber





## DON'T LOSE RING JOBS

### USE CONTINENTAL CHROME-FLEX STEEL-FLEX PISTON RINGS

... unequalled in value, unsurpassed in performance. Don't ever take a chance on losing a ring job simply because the cost is just a few dollars more than the customer can pay. When you want a fine piston ring inexpensively priced—giving your customer the best possible job, at the least cost—use Continental Piston Rings.

At a considerable saving, the performance of Continental Steel-Flex or Chrome-Flex Piston Rings will equal or better that of any other piston rings on the market today.



THE ONLY COMPLETE RING LINE  
MADE IN THE SOUTH BY SOUTHERNERS  
CONTINENTAL PISTON RING COMPANY  
MEMPHIS, TENNESSEE

Davis Auto Parts Co., Greenville, S. C., was recently appointed a distributor of General Motors parts. Shown here are the counter and principals in the firm. In the usual order are Jack Davis, president; Alex Davis, secretary-treasurer, and their father, V. P. Davis, founder of the firm, being congratulated by John A. Swayze, manager of United Motors Service Charlotte zone. At far right is Louis Davis, vice-president, another member of the family. Over 450 attended an open house held in connection with Davis adding the line.

### NSPA to Present Film On Vehicle Inspection

A NEW color sound film on what was termed the nation's leading state inspection program, Pennsylvania's, will be presented at the National Standard Parts Association's regional conference at 2 p.m. March 30 at the Plaza Hotel in San Antonio.

L. V. "Bill" Williams, field secretary of NSPA, will present it at this pre-Southwest Show meeting.

Others on the program will include John Reynolds of Straus-Frank Co., Houston, NSPA regional vice-president; Don H. Teetor of Perfect Circle Corp., NSPA president, who will discuss "Let's Look at 1955"; Hal Miller of Womwell Automotive Parts Co., Lexington, Ky., NSPA senior vice-president, whose subject will be "Business Unlimited in Your Own Backyard"; George W. Stout, wholesaler advertising counsel, J. L. Wiggins, executive vice-president, and Harold T. Halfpenny, legal counsel, all of NSPA.

Duke Electric Co., San Antonio, Texas, has added Bill Chase to its sales staff to represent the firm in San Antonio and the nearby area, according to J. H. Gzeer, assistant manager.



# Look both ways!

Youngsters are coached to "look both ways" before crossing streets... it will pay YOU to be equally cautious when purchasing brake parts for service needs...



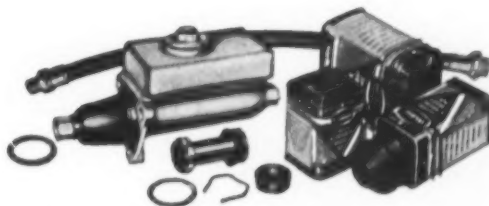
...For safety's sake insist on genuine

## WAGNER® LOCKHEED BRAKE PARTS

(available as replacements for all hydraulic brake systems)

Wagner welcomes a searching look at its reputation for supplying products that give dependable service and customer satisfaction. Wagner products have set the standard of quality since the introduction of hydraulic brakes. All Wagner Lockheed Brake Parts for replacement use are manufactured to the same specifications, by the same machinery, as parts used in complete assemblies for original equipment. Your customers can look ahead to long, trouble-free service... complete operating safety. The Wagner Lockheed line of hydraulic brake parts is the most complete on the market, and includes numbers not easily obtainable elsewhere. Every make and model of vehicle is covered. Parts are available individually or in factory-sealed kits. Cylinders are supplied in complete assemblies or parts may be purchased separately. See your nearest Wagner Jobber or write us.

**Wagner Electric Corporation**  
6362 Plymouth Ave. • St. Louis 14, Mo., U. S. A.  
(Branches in principal cities in U. S. and in Canada)



YOU can depend upon WAGNER QUALITY because Wagner Products are used as original equipment by manufacturers of cars, trucks, buses, and trailers.

**Now this money-making  
FRANCHISED  
DEALER PROGRAM NOW...**

It's a money maker for you... It's exclusive with Wagner. You have everything to gain, nothing to lose. Ask your jobber or write us for copy of AU-607. It gives all the details.



# Wagner



Coiner Parts Co., Staunton, Va., recently threw a big one for its employees. Seated at center is Charles E. Kennard, manager, and on his right is Blair Coiner, owner, while the man next to the last person on the left at table is Edward R. Winston, assistant manager. Minor Wiseman, shop foreman, was honored in celebration of his 25th anniversary with the company.

**READY NOW!**

**BALL-JOINT SUSPENSION REPLACEMENT KITS**

**for FORD, MERCURY and LINCOLN**

Stock these precision-built G-H kits for extra profits and more business now! Like all G-H replacement parts, they guarantee a perfect fit for easy installation—every time!

Ask the G-H man about the new, complete "Package Program" for both jobbers and dealers.

**G-H** **HERSHEY PRODUCTS, INC.**  
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*For Further Information, Write:*

### NSPA Launches Program To Develop Mechanics

**T**O HELP meet the need for an estimated 100,000 mechanics to keep the current 59,000,000 vehicles in safe operating condition, National Standard Parts Association, in cooperation with other interested groups, has begun a program to assist vocational educators and guidance counselors develop practical courses in automotive instruction.

Don H. Teetor, president of NSPA, had this to say about the program: "This vocational education program is one of the most important — if not the most important — industry-wide promotion ever initiated by National Standard Parts Association. It is another NSPA 'first' designed to advance the future development of the automotive service industry. It has been made possible only through the wholehearted cooperation of all segments of the industry and the untiring efforts of our vocational education subcommittee. It not only deserves, but demands, the attention and continuing work of every member of NSPA."

"Automotive Instruction in our Schools," a booklet relating benefits to students, schools and industry expansion of education in the automotive field, has been released to all NSPA members along with a kit of other promotional material.

(More Jobber News on page 150)



Eleven Generators . . . every one  
 Arrow Select Quality . . the finest replacements  
 you can buy . . . fully guaranteed . . .  
 cover 95% of all replacement needs.

## Here's Arrow's "7-11" deal for you...

- **ELEVEN "SELECT QUALITY" GENERATORS** . . . cover 95% of all replacement sales . . . rebuilt by Arrow . . . guaranteed for a full year.
- **FREE SELLING AIDS** . . . displays, signs, mailing pieces, literature and envelope enclosures . . . and technical helps, too.
- **\$22.50 PREMIUM** . . . Arrow Super-Test Meters for testing Generators, Starters and Regulators on the car included in the \$7.00 per week.
- **SOLID PROFITS** . . . full mark-up and fast turnover . . . profits on the first few sales will pay for the entire purchase.

Only \$6.25 per week . . . the "7-11" deal with eleven Arrow "Standard Quality" Generators . . . and the same Selling Aids, Premium and Solid Profits plus the Arrow one-year guarantee on every Generator.

Ask your favorite Jobber for full details . . . today!  
 Jobbers: Arrow finances this "7-11" deal for you. Use the coupon at right to learn how.



### ARROW ARMATURES CO.

BOSTON 34, MASSACHUSETTS  
 SPARTANBURG • SOUTH CAROLINA

ARROW ARMATURES COMPANY (Mail Inquiry Dept.)  
 15 Fordham Rd., Boston 34, Mass.

Yes, I want full information on your "7-11" deal!

NAME \_\_\_\_\_

COMPANY \_\_\_\_\_

ADDRESS \_\_\_\_\_

**MOOG ANNOUNCES** the most important  
piston ring development since chrome!

# CHROME+PLUS<sup>®</sup>

Patent Pending

**SEATS** as fast as Cast-Iron

"Break-in Sheath" seats as early  
as within 100 miles in engines  
operating under average conditions!




**8 YEARS OF RESEARCH...  
A SOLID YEAR OF TESTING...  
BACK THIS TOTALLY NEW IDEA  
IN PISTON RINGS**

Ordinary chrome rings resist wear. But they resist *seating* too.

Since 1946, Moog engineers have attacked this problem. We learned early that pre-seating at the factory was not enough. Only the *engine itself* can seat a ring properly and completely.

Now, at last, working with a leading metallurgist, we have developed what we believe to be the world's *fastest seating top chrome ring*—as indicated by a full year of laboratory and road tests!

Moog Chrome+Plus Piston Rings for passenger cars, trucks and tractors are produced exclusively by Moog under the  Process (patents pending).



**For additional information, see your Moog Jobber  
...or write Moog Industries, Inc., St. Louis 14, Mo.**



# the only piston ring with new revolutionary "Break-in Sheath"

## PLUS WEAR of hard Chrome

Layer of solid chrome,  
not scuffed during seating,  
lasts up to 100,000 miles!

*You've never seen anything like it for stopping comebacks after re-ring jobs due to oil-pumping, low gas mileage and loss of power!*

How is this new Moog Chrome+Plus Piston Ring different?

Its dull "satin" finish is the "Break-in Sheath," a special metal with miraculous seating power plated over the shiny, hard, long-wearing chrome. Tests prove this "sheath" seats the ring in the engine (the *only* place where a ring can be properly "mated" to the cylinder wall) *as fast or faster than cast-iron!*

Because there's no scuffing of ring or cylinder wall during seating, the Moog

Chrome+Plus Piston Ring has *unbeatable lasting power!* Think what this means to operators of trucks and tractors!

For unexcelled piston ring performance on your next job—re-ring or rebore—try a set of Moog Chrome+Plus!

### See the "Break-in Sheath" Demonstration

... at your Moog Jobber's. In 30 seconds you'll be convinced—Chrome+Plus is the most important piston ring development since chrome!



**GHQ** for Piston Rings  
Coil Springs • Leaf Springs  
Tie Rod Ends • Shackles  
King Bolt Kits • Coil Action





Sam Grayson, Jr., of Chain Battery & Automotive Supply, Inc., Shreveport, La., is shown here receiving a plaque from James P. Falvey, president of The Electric Auto-Lite Co., in recognition of a 29-year association between the firms. John A. Shank, manager of Auto-Lite's Parts and Service Division, looks on.

## More Jobber News

(Continued from page 146)

## UMS Distributors Council Meets in Detroit

THE first meeting of the newly-formed United Motors Service Distributors Council will be in Detroit March 15, 16 and 17.

The 15-member council will discuss policy, merchandising plans, products and marketing practices with W. N. Potter, United Motors general manager, V. A. Dupy, general sales manager, and other officials.

Southerners on the council are O. H. Hamby, Southern Bearings and Parts Co., Charlotte, N. C.; Kenneth Allen, Motor Supply Co., Inc., Meridian, Miss.; John M. Yantis, Ozburn, Crow & Yantis Co., Fort Smith, Ark.; Paul A. Keenan, Keenan Auto Parts Co., Albany, Ga.; E. C. Beard, Beard & Stone Electric Co., Inc., Dallas, Texas, and J. C. Hamilton, Jr., J. C. Hamilton Co., Tulsa, Okla.

Gray-Rock Division of Raybestos-Manhattan, Inc., has appointed H. H. "Pat" Herr, Jr., as manager of its Central Atlantic district covering New Jersey, Eastern Pennsylvania, Delaware, Maryland and the District of Columbia, James A. Wheatley, Jr., sales manager, announced. Herr, who has been Central Pennsylvania representative for eight years, succeeds Fred B. Raymond, who is retiring.



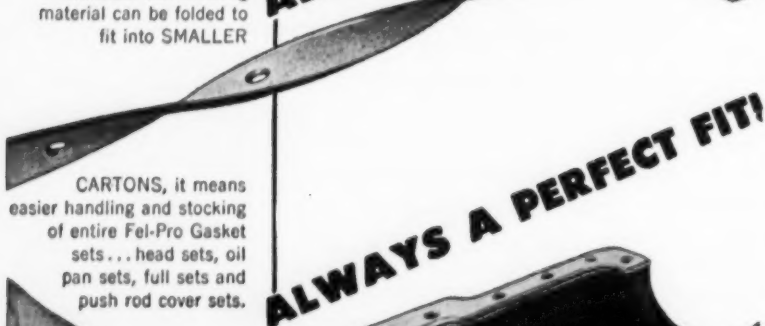
It's a special Fel-Pro formula that makes Felcoid so tough, you can bend it, flex it, fold it, without affecting its sealing power. Because it

**SHRINK RESISTANT!**



is a homogeneous material, it maintains its shape insuring easy installation. Because this amazing material can be folded to fit into SMALLER

**ALWAYS FRESH!**



CARTONS, it means easier handling and stocking of entire Fel-Pro Gasket sets... head sets, oil pan sets, full sets and push rod cover sets.

**ALWAYS A PERFECT FIT!**



...it's a **FEL-PRO** **Felcoid** Oil Pan Gasket!

FELT PRODUCTS MFG. CO., 1548 Carroll Ave., Chicago 7, Ill.



## Together We Thrive in Fifty-Five with Snugl!

Representatives from almost every State in the Union gathered with the executives of the SNUGL organization for a banquet and get-together at the Sheraton Hotel in Chicago on the night of December 7th.

Kenneth Mills, manager of the West Coast Branch was Toastmaster and his theme "Together we thrive in fifty-five with Snugl" was the keynote of the meeting. Ralph W. Mills, General Manager and Claude W. Mills, Owner, made brief talks, thanking the representatives for a wonderful year and predicting that 1955 would exceed all other years in Snugl sales.

### Snugl Representative

S. AMOROSO, AMOROSO CO.  
P.O. Box 13, Brookline, Mass.

DON AYD  
211 N. Schlueter Ave., St. Louis, Mo.

ELMER R. CHURCH  
803 S. West Ave., Jackson, Mich.

H. P. DeGREEN  
14015 Superior Rd., Cleveland, Ohio

JACK DUVAL  
1420 Castro St., San Francisco, Calif.

JOHN F. EVANS  
3007 Elm St., Dallas, Texas

FALCONER COMPANY  
P.O. Box 6090, Johannesburg, South Africa

H. H. GRAHAM  
5050 Russell Ave., Minneapolis, Minn.

H. O. HOLLAND  
2110 Elwood Ave., Rochester, New York

CHUCK HOLLAND & SON  
1117 Forest St., Denver, Colo.

### Territory

Maine, Vermont, New Hampshire, Mass., Conn., R.I.

Southern Illinois, Eastern Missouri

Michigan, Indiana

Ohio, West Virginia, Western Penn., Kentucky

Northern California

Texas except Pan Handle

South Africa

Minnesota

Upper New York

Colorado and Surrounding Territory

### Snugl Representative

D. J. HORN  
3468 Woods Ave., Lincoln, Nebr.

CARL D. KERR  
No. 1 Cameron Lawn, Harrisburg, Pa.

B. A. KLINE  
1006 W. Main St., Oklahoma City, Okla.

J. S. LONGDON  
P.O. Box 2490, Greensboro, No. Carolina

C. W. MILLS  
P.O. Box 432, Park Ridge, Ill.

WARREN "WAM" MUNDY  
1821 McGee St., Kansas City, Mo.

JAS. MURRAY  
308 Ninth St. N., Seattle, Wash.

H. M. ROGERS  
5009 Blackburn Rd., Jacksonville, Fla.

LEO STERNLIGHT  
1025 Beach 19th St., Far Rockaway, N. Y.

W. A. TODD, SOUTHERN SALES CO.  
514 Court St., Jackson, Miss.

HARRY YOUNGER  
1170 Laurel St., Pasadena, Calif.

### Territory

Iowa, South Dakota and Nebraska

Eastern Penn., Delaware Southern New Jersey

Oklahoma

Virginia, North Carolina and South Carolina

Northern Illinois and Wisconsin

Kansas, Western Missouri

Washington and Oregon

Georgia, Florida, part of Tennessee

Lower New York

Arkansas, Louisiana, Miss., and Western Tennessee

Southern California

# Snugl

WHEEL  
WEIGHT

MFG. CO.

KOKOMO, IND.

MANUFACTURERS  
EXCLUSIVELY

WHITTIER, CAL.

## 75% of Companies Report Increases In Sales Volume over January, '55

**J**ANUARY witnessed a strong upturn in sales volume over January, 1954, returns from a questionnaire sent 350 jobbers over the South and Southwest showed last month.

Surprisingly big increases, many of them ranging 20% or higher, were reported by 75% of the re-

spondents. Decreased volume for the period was reported by 22½%, and 2½% said their sales approximated the same as for January, 1954.

A Missourian merely listed "30% over" as his increase beyond the January, 1954, figure. He did not indicate any special reason.



One well-known Washington, D. C., firm reported a jump of 23.29%. A reply in a nearby Virginia city, on the other hand, listed a drop of 18.7%.

Said one Virginian: "Plus .004% — not much increase but in the right direction."

A Texan said his volume was down 14% and added:

"Twenty per cent drop in price of anti-freeze, which was one of our major items, reflected part of the drop. Drought conditions in our area also reflected on our over-all volume."

One New Orleans house reported sales were off 18%.

Said Jim Vaughn, sales manager, Vaughn & Wright, West Palm Beach, Fla., after listing an increase in sales volume:

"Profit margins continue on downward trend, operating costs continue on upward trend. Collections continue slow and more hazardous."

One Marylander said his volume was down 7% and then commented:

"Actually we cut expenses and territory. Had this not been done we would have had a 5% increase."

"Biggest problem here is shortage of independent repairmen. Our town has one such place left with one mechanic. There is one more than five miles out in the country" from his town of much less than 10,000 population.

A Tennessean whose volume was up 2% said:

"Same age-old trouble — low sales and high slow collections."

A Houston, Texas, executive reported a decline of 7% and said his problem was "manufacturers' making wholesalers out of car dealers."

A Missourian whose volume had declined 12% announced he had trimmed off some territory.

A Kentuckian reported his January, 1954, sales climbed 3.8% over January, 1953, while January, 1955, shot up 27.5% over January, 1954.

Sales at the main store of a Louisiana operation moved 22.3% ahead of the preceding January and sales at its branch were lower by 17.8%, or a combined increase (Continued on page 156)

# BADGER...

Quality PISTONS



**WHEN YOU BUY BADGER  
YOU BUY THE BEST!**

The many quality features found only in Badger Pistons are the result of close cooperation with many of America's largest engine rebuilders. Badger gives the Jobber and Rebuilder a better product at a competitive price.

### Write for Catalog

Our new and complete catalog No. 55 contains alphabetical listings of all popular passenger cars and many Trucks. Write for your Free copy Now.

**AT THE SAN ANTONIO  
JOBBER SHOW — BOOTH No. 101.**

**BADGER MANUFACTURING CO.  
MARINETTE, WISCONSIN**

★ Every Badger Piston is designed to deliver maximum performance in the application for which it was engineered. Original equipment specifications are closely adhered to.

★ Badger Quality is assured by the most modern inspection methods of the finest materials available. All Badger Pistons are heat treated and tin plated.

★ Skilled personnel and the finest equipment combine to produce the most accurate and uniform pistons available.

★ Many unique processes and devices have been developed to assure fine quality control.

### PISTON Size Gradings

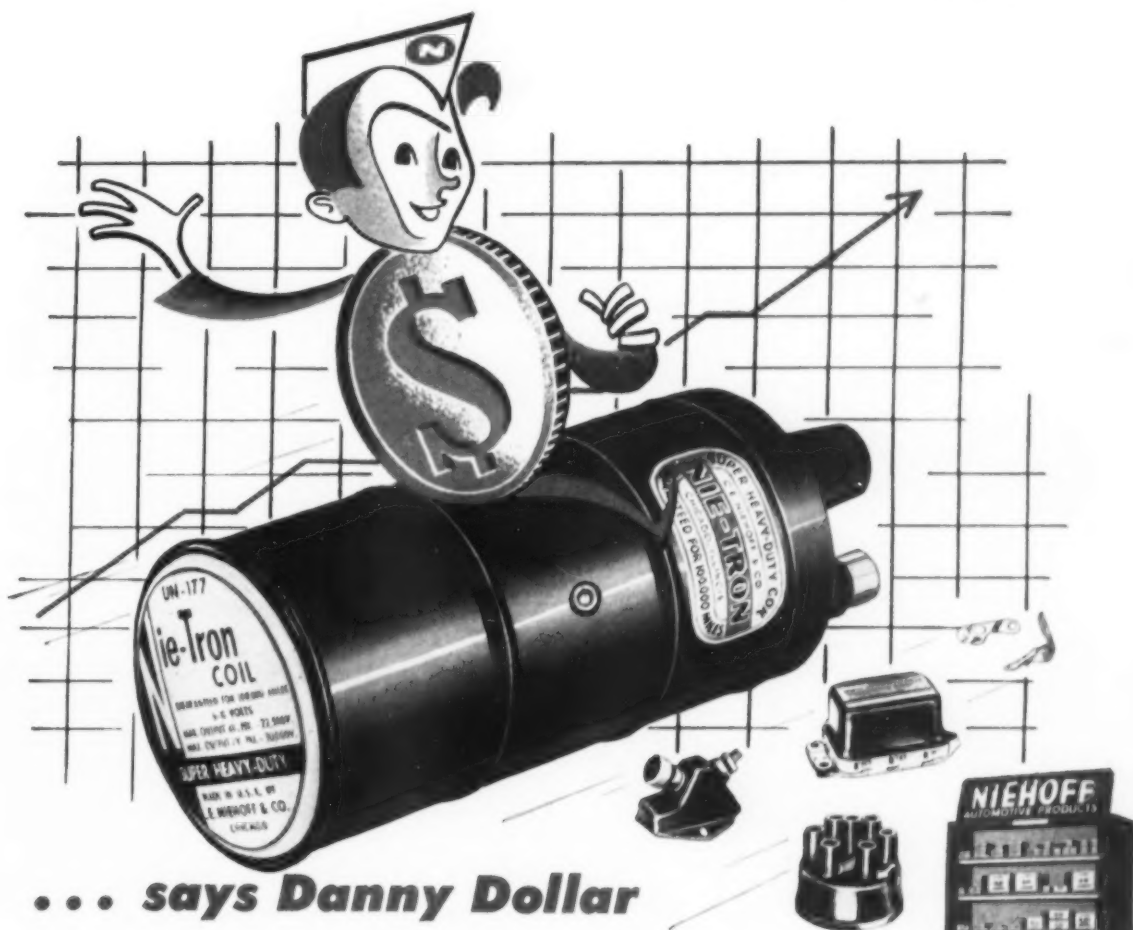
Every Badger piston is size graded. Automatic cycle grinders maintain finish diameters within very close limits. Each piston is gauged as it is removed from grinder and code marked for size. "Matched Sets" are guaranteed to be within one-half thousandth (.0005) total variation.





Get Aboard These NIEHOFF

# PROFIT MAKERS



... says **Danny Dollar**

Sail through the year making more money installing Niehoff Ignition Parts. They're precision engineered to meet the exacting demands of your work. Complete line to fit all makes and models of cars, trucks, busses, and tractors. Streamlined, instant reference catalog answers service questions at a glance.

Ask your jobber.

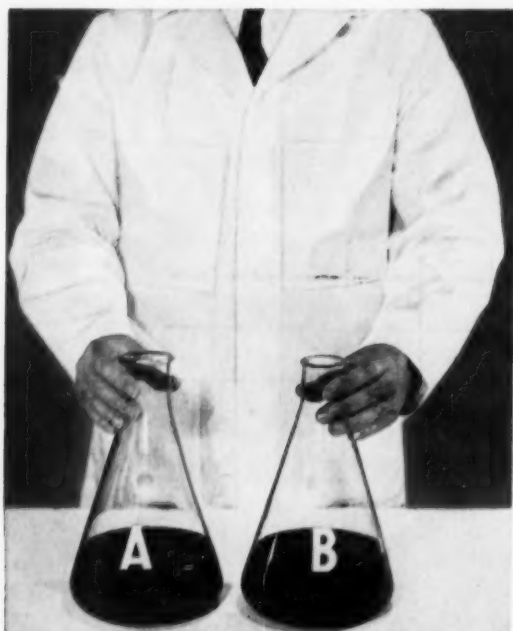
## C. E. NIEHOFF & CO.

4925 W. LAWRENCE AVENUE • CHICAGO, ILLINOIS

WAREHOUSES: New York 19, N.Y., 250 W. 54th St., Philadelphia, Pa., 1631 Fairmont Ave., Boston 34, Mass., 254 Brighton Ave.

BRANCHES: Los Angeles 15, Calif., 1330 W. Olympic Blvd.

# Here's how Du Pont



**You get a product advantage you can see.** Look: Flask "A," above, contains anti-freeze with an oil inhibitor. Flask "B" contains Du Pont anti-freeze with exclusive *chemical* inhibitor. Some rust particles have been added to both. The difference? When flasks are emptied, notice how oily film in "A" causes rust to stick to the sides (just as it would gum up a cooling system). But see how Du Pont anti-freeze formulated with a *chemical* inhibitor holds particles in suspension. They empty out with the solution, leaving "B" clean—proof that Du Pont anti-freeze keeps a radiator cleaner!



**You get the backing of motor experts** to help you sell—men who know what's best for cars. Again this year Du Pont anti-freeze advertisements will carry testimonials of famous Indianapolis Speedway race drivers, and other motor experts, telling why they use Du Pont anti-freeze to protect their own passenger cars.



**You get the biggest TV campaign in the industry.** Every week of the 1954 football season, almost 10 million Americans tuned their TV sets to Du Pont's "Football Forecasts" show. After one year, this program's terrific popularity ratings have made it the hottest anti-freeze seller ever to come down the pike. And it'll be right back selling "Zerone" and "Zerex" for you in 1955!



## Sell the anti-freeze team that helps



REG. U. S. PAT. OFF. BETTER THINGS FOR BETTER LIVING... THROUGH CHEMISTRY

# builds sales for you



**You get Anti-Freeze Week for extra sales.** Joe Davis, of Peoria, Illinois, is shown here with the parts, chemicals and other related items he sold during Du Pont's 1954 Anti-Freeze Week promotion. You can do this kind of business at your station when you make the most of Du Pont Anti-Freeze Week. It's more than a sales tool; it's a real opportunity to get started *early* on winter servicing . . . before the first freeze jams your station. That's why dealers all over the country say, "Du Pont Anti-Freeze Week is the hottest idea ever!"



**You get a sales boost via Western Union!** All Du Pont advertising—TV, radio, magazines, newspapers, billboards—will say, "Call Western Union by number, ask Operator 25 for the name of your nearest 'Zerone'-'Zerex' dealer." She will send pre-sold customers right to you!



**You get protection against price cutting.** New streamlined procedure nips price cutting in the bud (in states having Fair-Trade laws), enables you to sell your Du Pont anti-freeze at the Fair-Trade price—and at full profit. Du Pont refuses, too, to condone employee sales that could eat into your profits.

## you sell!

Du Pont makes only Zerone® and Zerex®  
... no other anti-freeze brands

**Get your order in early!**



# DEALERS FIND CAR-SKIN PRODUCTS EASY TO SELL!

...and Customers Always Come Back for More

There is a good reason for the continued success of Car-Skin Products during the past 20 years. Car-Skin Reconditioner and Car-Skin Tempered Wax are superior products. Hundreds of gas station owners throughout the country have found that a quick demonstration of what Car-Skin Products will do is all that is necessary to make a sale. Customers are amazed and delighted to discover how easily Car-Skin Reconditioner restores the finish of their cars. There is no hard work—entire car can be worked in minutes with ordinary car cleaners.

It is for this reason that on the customer conditioner and Car-Skin Products.

Car-Skin states. Many of same customers leading jobber.

In addition Wax are the country Products will and restore work ordinary on the Car-Skin.

It is for this reason that on the customer conditioner and Car-Skin Products.

Car-Skin states. Many of same customers leading jobber.

In addition Wax are the country Products will and restore work ordinary on the Car-Skin.

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In addition Wax are the country Products will and restore work ordinary on the Car-Skin.

It is for this reason that on the customer conditioner and Car-Skin Products.

Car-Skin states. Many of same customers leading jobber.



**CAR-SKIN RECONDITIONER**  
Restores finish to original brilliant color. No acids—nothing harmful.

**THIS IS IT!**  
Call Your Jobber Today

8 OZ. & GALLONS

**CAR-SKIN PRODUCTS CORPORATION**  
FLEMINGTON, N. J.

## Jobber News

(Continued from page 152)

of 9.1%. Commented this respondent:

"We have only one outside salesman at the branch store and he was sick and out of the territory for nearly a third of the month, which probably accounts for that store being behind last January."

A Raleigh, N. C., official said a 17" snow in January, 1955, probably accounted for a good bit of the 5% drop there.

A climb of 1% reported by a South Carolinian was accompanied by this observation:

"Most competitive market we can remember. Hard to show a fair profit. Looks like everyone is out to stomp the poor old jobber down. We will be fighting for our share 50 years from now."

A Kentuckian whose volume was up 16% said his big problem was "finding and training young blood for our industry."

A Kansan wasn't surprised that his volume was up 17½% because "it should have been up. First quarter of 1954 was slow."

An upstate South Carolinian's sales were up 13.2%. For October 1 through January, his volume had climbed 24.9%. "Business is good," he said, "but collections continue to be a problem."

A central South Carolinian said: "We feel that this year will be as good or a little better than 1954."

His sales had climbed 3% over the same month of last year.

"Excellent gains each month, starting in July, 1954" was the report from a Springfield, Mo., firm whose volume this past January exceeded the same month of 1954 by 22.8%.

This was the first time in months that a survey showed such a decided business upturn.

## Warehouse Distributors To Meet in Cleveland

THE Automotive Warehouse Distributors Association will hold its annual spring meeting on May 7 and 8 at the Statler Hotel, Cleveland, Ohio, A. P. Walter of Chicago, president, announced.

AWDA was organized more than eight years ago. The meeting coincides with the convention of the Automotive Engine Rebuilders Association.



# FORMFLEX CHROME RING SETS

*Bring Engines "Back to Life"...*

**At a Price Your Customers Will Pay!**

Now, with Pedrick Formflex Chrome Ring Sets, you can do "ring jobs" again—thanks to the amazing, exclusive "Equalizer!" This revolutionary feature gives you a truly *all-purpose* installation guaranteed to outlast and outperform in any engine—slightly worn, badly worn, rebored, re-sleeved or new.

The "Equalizer" provides soft but positive, uniform pressure *all around* the cylinder wall . . . a correct seal with no drag, no high or low spots . . . a new standard in oil control efficiency. A Formflex "ring job" will restore engine power and pick-up, improve gas mileage, reduce oil consumption, assure better and more dependable performance.

## ADD IT ALL UP...

With Pedrick Formflex Chrome Ring Sets you can avoid many a costly overhaul—do a satisfactory "ring job" *at a price your customer will pay*. Call your Pedrick jobber today—find out how *you* can get *back* in the ring business!



**A "New Engine"  
in Every Box!**

DEPEND ON

# Pedrick

**FOR THE RIGHT RING JOB!**

WILKENING MANUFACTURING CO.—Philadelphia 42

## Mills-Morris, Memphis, Opens Tenth Store

MILLS-MORRIS Co., Memphis, Tenn., opened its tenth store Feb. 28 at 321 E. Broadway, West Memphis, Ark.

Paul Caster will continue covering the Arkansas territory in and around West Memphis. Ralph Wood and Fred Taylor, who have been associated with the Memphis store, will make their headquarters at the new store.

The new location occupies more

than 4,000 square feet of floor space, with 800 square feet devoted to display space. It is situated in the center of "automobile row."

## Louisianan Opens Firm

Roland Auto Supply, Inc., opened its doors recently at 1503 McGinnis Street, Alexandria, La. President is George Leroy "Soda" Roland, who had been working for automotive parts and equipment wholesalers in Central Louisiana for the last 23 years.



DeKoven Manufacturing Co., Racine, Wis., has named Thomas J. Fagan as sales manager for Soundmaster mufflers, pipes and accessories. For three years previously, Fagan had been Midwest district manager.

## Delco Battery Plant Set for Kansas

PLANS for the construction of a plant at Olathe, Kan., which will produce Delco automotive storage batteries were announced last month by H. D. Dawson, general manager of the Delco-Remy Division of General Motors at Anderson, Ind.

The announcement revealed that the D-R has acquired a 75-acre tract in the Southwest area of Olathe adjacent to the Atchison, Topeka and Santa Fe railroad as a site.

Construction is expected to get underway during May, Dawson said, with production facilities to be completed in the spring of 1956. The plant as now envisioned will provide employment for approximately 300 people.

## Clevite Service Appoints Wickersham and Cooper

CLEVITE Service, Cleveland, Ohio, has appointed R. H. Wickersham and R. F. Cooper as regional managers to operate out of Atlanta, Ga., and Kansas City, Mo., respectively.

They are responsible for after-market sales of bearings and bushings.

## Buxbaum Names Aaron as Agent

The Buxbaum Co. has named Wesley O. Aaron Co., Atlanta, Ga., as manufacturer's agent for its automotive division to cover Mississippi, Alabama, Georgia and Florida.

**THIS \$850  
OIL RIFLE  
YOURS  
FOR ONLY \$125  
WITH YOUR ORDER  
FOR 12 pt.  
OR 2 gal. CANS OF  
SILOO Penetrant**

**DISSOLVES RUST  
Quick as a wink!**

Siloo PENETRANT is the mechanic's time-saver — the best friend he ever had. It's powerful — it's concentrated — it actually dissolves rust before your very eyes — AND IT HAS NO UNPLEASANT ODOR! Use Siloo PENETRANT for freeing "frozen" and corroded nuts, bolts, studs and joints. Use it on those stubborn mufflers and tail pipes. Use it for taking squeals out of springs and shackles and for loosening tire beads from rims. Siloo PENETRANT is the "liquid mechanic" of 1000 uses. Try it and see!

And the best way to use Siloo PENETRANT is with the new, sensational Siloo PENETRANT RIFLE. It holds 12 ounces and measures 8½" in height. Projects a solid pin-jet of PENETRANT for a distance of 20 to 25 feet. Nozzle is self-cleaning. You can get this Rifle almost as a gift by ordering only 12 pint cans or 2 gallon cans of Siloo PENETRANT. The supply is limited, so better act fast! Sent pre-paid with a money-back guarantee.

**CHOICE OF  
12 PT. CANS  
FOR \$9.48  
OR  
2 GAL. CANS  
FOR \$7.80**

**LOOSENS ANYTHING  
Quick as a Wink**

IF YOUR JOBBER  
CAN'T SUPPLY USE  
THIS HANDY ORDER  
FORM. MAIL WITH  
YOUR CHECK.

Petroleum Solvents Corp., 331 Madison Ave., New York 17, N. Y.  
Rush pre-paid 12 pts. Siloo PENETRANT (\$9.48 plus \$1.25 for Oil Rifle) Total \$10.73  
☐ please check  
or 2 gal. cans (\$7.80 plus \$1.25 for Oil Rifle) Total \$9.05 ☐ please check.  
Our check for \$\_\_\_\_\_ is enclosed.

NAME \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_ STATE \_\_\_\_\_  
JOBBER'S NAME \_\_\_\_\_ Dept. 6

Petroleum Solvents Corp.  
New York 17, N. Y.

See us in Booth 295

# Hudson provides working-capital fund for every Hudson dealer . . . only plan of its kind anywhere!

## Dealers share benefits starting with first 1955 cars shipped!

Every Hudson dealer, regardless of location or sales potential, is sharing right now in a unique new fund that builds new working capital for him.

### New fund provides cash payments

This fund provides cash payments to Hudson dealers from the benefits and economies that come with volume. It starts with the very first '55 cars shipped, and builds *added* working capital for each Hudson dealer.

### Hudson Franchise best in the industry

This new Dealer Volume Investment Fund is in addition to Hudson's big dealer discounts, and to area bonuses paid Hudson dealers regardless of volume. It is a new addition to attractive provisions already in the Hudson Franchise for:

. . . new-car price protection . . . rebates on previous models at new-model time . . . special allowances to protect against obsolete parts . . . 100 per cent recovery on tourist warranty labor . . .

and other Franchise features that make Hudson dealers truly full partners in a growing, rapidly developing new opportunity.

For further information, use the coupon below.



The dramatic Hudson line is new from stem to stern. It covers over 94% of entire new-car-market price brackets. Features: all-new Hornets, Wasps—and the unique Rambler, only car built to meet new driving conditions; the ideal second car and women's car; priced below the "low-price three."

**American Motors  
Means  
More for Americans  
and More for  
Hudson Dealers, Too!**



## Hudson Motors Division

American Motors Corporation • Detroit 32, Michigan

Attention:  
**Mr. N. K. VanDerzee,**  
Vice President in Charge of Sales

Please rush to me complete information about the new and unusual Hudson Dealer Volume Investment Fund and the liberal Dealer Franchise.

Name \_\_\_\_\_

Number and Street \_\_\_\_\_

City and State \_\_\_\_\_

Business \_\_\_\_\_ Position \_\_\_\_\_

SAJ 3

## AERA Convention to Run Heavy On the Subject of Oil Additives

**O**IL additives and results are going to get a real going-over at the convention of the Automotive Engine Rebuilders Association in Cleveland, Ohio, May 8-11 for a good reason.

It's explained in this AERA bulletin issued late last month:

"Our shop manual bulletin of

July 15, 1954, on oil additives, which concluded with this statement, 'The safest practice is to use a non-additive oil in any engine for the first 1,000 miles after a reconditioning or overhaul. Then a proper additive lubricant becomes desirable,' certainly stirred up a first-class paper discussion.



ALL YEAR ROUND MIX  
**25% MARVEL MYSTERY OIL**  
WITH AUTOMATIC TRANSMISSION  
OILS. IN **HOT** WEATHER  
PREVENTS GUM FORMATION,  
AND PROLONGS LIFE OF  
BANDS. IN **COLD** WEATHER  
PREVENTS CREEPAGE.

**4 OZ. OF MARVEL  
MYSTERY OIL IN  
EVERY 10 GALS. OF  
GAS PROVIDES UPPER  
CYLINDER LUBRICATION.  
KEEPS EXHAUST VALVES  
FREE OF CARBON  
... PREVENTS STICKING.**

**1 QUART OF MARVEL MYSTERY OIL  
WITH CRANKCASE OIL PREVENTS  
RUSTING AND EROSION OF ALL METAL  
AND WORKING PARTS. KEEPS HYDRAULIC  
VALVE LIFTERS WORKING PROPERLY.**

MARVEL MYSTERY OIL does the job on any car, bus or truck engine. It makes old engines sound better, and makes new engines run smoother. Put your silent mechanic MARVEL MYSTERY OIL to work. Pick up extra profits on the sale of gas, crank case or transmission oil by recommending and using MARVEL MYSTERY OIL for better engine performance . . . It's the only lubricant of its kind!

**EMEROL MANUFACTURING CO., INC.**  
Dept. 163, 242 West 69th Street, New York 23, N. Y.



"The subject bulletin was a contribution from one of our associate members and was a full quote. Our bulletin was brought to the attention of the American Petroleum Institute, who under date of September 27, 1954, wrote us at length regarding oil classification and the lubricating needs of engines. The A. P. I. letter directed attention to a copy of their 1952 booklet, 'Service Classifications and Designations for Lubricating Oil for Automotive Type Engines,' which does not contain the oil and detergent classification appearing in our bulletin.

"The American Petroleum Institute is a responsible organization and they state, '... A. P. I. has not established any system for determining differences in detergent-type oils. Neither has it published a table showing additive percentages in motor oils. It would, therefore, appreciate your withdrawing the table of comparisons shown in the service manual article.' This we gladly do at this time!

### Seeks Future Course

"Since receipt of the original A. P. I. letter, we have conducted considerable correspondence with A. P. I., other engineers, and members, not with the idea of provoking a controversy but to reach some determination as to our future course in relation to the subject.

"While space will not permit full publication of statements made by A. P. I. and other engineers, we are convinced the subject is worthy of four-star attention at our convention in May. A carefully selected speaker, or speakers, will be invited to give us the 'down-to-earth' treatment with a discussion period following. We will hope to produce some valuable and usable information.

"The technical consultant of the A. P. I. lubrication committee has made the following statements, in part:

"Concerning top groove wear, there is no doubt that it exists and that it is increasing, but discussion with engineers both here and overseas reveals the opinion that it is due to increased engine output; in other words, more load on the lands.

"In my experience, the quickest way to ruin the top ring and groove, aside from dusty air, is to run an engine under conditions of detonation, steady moderate to heavy knock.

"Concerning the matter of break-in, one can find almost as



FOR THOUSANDS OF DEALERS  
this Trico Cabinet



*Sells  
blades  
faster!*

NEW! The VIS-U-LID  
which keeps stocks clean  
and adds a Solvent display

## 4 BONUS ITEMS WITH EACH D-105 VIS-U-LID KIT



1 TRICO VIS-U-LID

2 JACK-MASTER TOOL KIT  
WITH WASHER  
NOZZLE WRENCH



3 TRICO ARM AND BLADE CHART

4 TRICO ARM  
PULLER TOOL



"Save lives in '55" is focusing more attention than ever on windshield wiper blades.

And this eye-catching Trico Cabinet with its new Vis-u-lid is stepping up sales of arms, blades and solvent for additional thousands of dealers month by month.

Put a Trico Stock Organizer Cabinet to work for you. Right now, with the big season just ahead, your Trico wholesaler has a special introductory offer for dealers who have not yet installed one of these sales-makers.

← If you already have a Trico D-102 Cabinet, take advantage of the D-105 Vis-u-lid Kit bonus "special" which Trico Wholesalers are offering.



### NEW ELECTRIC TRICO DEALER SIGN . . .

for window or wall display. Big 15-1/2" diameter, brilliant illumination; ideal night light. Cost? Your Trico jobber has a surprise for you. Ask him.



# Windshield Equipment

TRICO PRODUCTS CORPORATION, BUFFALO 3, N.Y.

many opinions as people asked. One important piston ring manufacturer said they had always had break-in troubles in different engines at different times and the troubles today were no more or less than in the past.

"Your idea for a discussion of modern oils at your convention next May is excellent, but make that 'spot' a good big one—a whole morning or afternoon session so there is ample time for the presentation of a really topnotch paper by a man who really knows

his stuff and, equally important, how to present it in an interesting way."

"A piston ring engineer states in part:

"We have had many examples where the use of the highly detergent oil . . . retarded piston ring seating to such an extent as to cause premature engine failure. Evidently, the additives in these highly fortified lubricants form a polar arrangement or metallic plate on the cylinder wall and retard the initial and required wear

or seating of the rings. The trouble is easily eliminated by the use of straight mineral or lightly additive oil during the break-in period.

"After the rings have seated, there is no question in our minds that the new lubricants, properly used, aid tremendously in prolonging engine life."

"We in our industry certainly recognize the wide number of variables in engine design and construction, types of pistons and piston rings, and probably the still wider variation in the manner of breaking in engines. All rebuilt engines are not run-in or block-tested before delivery to the customer.

"A modest survey among our recognized quality rebuilders indicates that less trouble is encountered in the break-in period if mineral oil is used during such a period. By the same token, some oil company engineers have privately told our members not to use additive oils during the break-in period. Everyone with whom we have discussed this subject either in writing or in person agreed there is no 100% satisfactory answer to the question.

"We assure our membership the entire subject will get a thorough airing at the May convention."

### Daytona Beach Firm Announces Changes

WILLIAM G. Pendley, formerly with White Electric Co. of Gainesville, Fla., for many years, is now in charge of the machine shop for Daytona Auto Supply Co., Inc., Daytona Beach, Fla., Secretary-Treasurer A. L. Leveille announced.

Charles B. "Babe" French, formerly in charge of parts departments for several Chrysler dealers, is now outside salesman, replacing Burton I. Davis, who has accepted a position with Bowman Products Co., Cleveland, Ohio.

### Howard Leach Is A Mug Man

You should see the 2,200 pictures of local and not-so-local citizens taken by Howard W. Leach in the last six months. They're posted on a board at Motor Parts Co., Johnson City, Tenn.

It started as a hobby which has grown as has the mass of pictures now peeking from the board.

## NEW for '55!

HEAVY DUTY MUFFLERS—ACCESSORIES FOR EXHAUST SYSTEMS

**DISPLAYED FOR THE FIRST TIME AT  
RIKER BOOTH. . .  
SOUTHWEST AUTOMOTIVE SHOW—SAN ANTONIO  
SOUTHEAST AUTOMOTIVE SHOW—ATLANTA**

1. Improved basic design for Riker Heavy Duty Truck Muffler, incorporating all past features to give fleet and independent truck operators long lasting muffler life for less money. Heavy duty and medium weights.
2. For the first time—Riker Heavy Duty Passenger Car Mufflers—16 gauge for all cars—for the buyer who wants a better muffler.
3. Another first—We are the first distributor to announce a new 360° clamp for muffler systems—no more "leakers"—easier to apply and remove—all sizes.
4. Improved Heavy Duty Diesel Mufflers and Exhaust System Accessories that meet demands for good public relations.

*W. F. and L. D. Riker will be at their booth to help you with exhaust system problems and suggest methods for improvement, and saving of costs. See them at the show — or, your inquiries are always welcome — WRITE Engineering Department.*

# RIKER

**MANUFACTURING**

4809 Detroit Avenue  
Toledo 12, Ohio

### RIKER AREA REPRESENTATIVES

#### SOUTHWEST

LINCOLN, GEE & BROWN  
5818 Buffalo Speedway  
Houston 5, Texas

#### MIDWEST

BROOKMOOR CO.  
3450 Prospect Ave.  
Kansas City, Mo.

#### SOUTHEAST

G. W. Klier Co.  
1036 Peachtree St., N.E.  
Atlanta 5, Ga.

It's Time to Cash-In on . . .

# SURE-FIRE OUTDOOR SALES!

**FINE TRAFFIC STOPPER!  
CONSISTENT TOP SELLER!  
PRICED RIGHT FOR  
FAST TURNOVER!**

Every year more and more amateur chefs are raving about the new Stearns Brazier Charcoal Grille . . . Sales are climbing rapidly and steadily. It brings your customer all the pleasure of real outdoor cooking. Modern and attractive, up-to-the-minute styling that blends with every outdoor furniture and decor.

## CHARCOAL BRAZIER GRILLE

### SPECIFICATIONS FOR R-24

- Shipping weight is 55 pounds, shipped in single carton
- 24" diameter, deep bowl
- Height to top of bowl 30"
- Hard wood cutting board is furnished as standard equipment
- Easily assembled for storage or transportation
- Heavy duty wheels
- Rugged construction throughout
- Grille is made of 1/4" heavy wire
- Handle raises and lowers for heat intensity control—10 levels



**SUGGESTED  
RETAIL \$39.95**

## CHARCOAL BRAZIER GRILLE with ROTARY SPIT and HOOD

### MODEL R-70

Lowest price in the field! The new Stearns fully automatic Charcoal Brazier Grille is popular priced for volume selling at a suggested retail of \$39.95. It's precision built of long wearing, easy-to-clean materials and can be used anywhere — backyard, beach, hunting and fishing, or summer camps — because it needs no electrical cord or plug. Here is outdoor cooking without the expense and bother of building a stationary fireplace.

### JUST LOOK AT THESE SALES CLINCHING FEATURES!

- Battery Driven ROTO-SPIT provides 30 hours of continuous power from 2 standard D flashlight batteries
- Steel Hood—reflects heat and limits spattering
- Completely Portable—easily assembled for storage and transportation
- Style Designed—to blend with every type of outdoor furniture and decor

### SPECIFICATIONS

- 24" diameter, deep bowl
- Height to top of bowl 30"
- Heavy duty wheels
- Grille made of heavy wire
- Net weight, 55 lbs.
- Shipping weight, 64 lbs.



**SUGGESTED \$29.95  
RETAIL**

**E. C. STEARNS & CO., Inc.**

122 DICKERSON ST.

SYRACUSE, N. Y.

**"Tips for the Outdoor  
Chef" tells How to  
Build a Fire!**



This handy booklet distributed FREE as courtesy of the E. C. Stearns & Co., Inc.

SALES REPRESENTATIVE: R. B. PILKINGTON CO., JACKSONVILLE, FLORIDA

JOHN W. RILEY, GREENSBORO, N. C.

*There's* **BLACK**



**"BLACK GOLD"**

**...Worn Out Wire and Cable**





# GOLD

## **UNDER THOSE HOODS!**

**TAP THIS GREAT SOURCE OF  
EXTRA PROFIT . . . SELL  
AUTO-LITE WIRE AND CABLE!**

### **Here's HOW:**

#### **CHECK BATTERY CABLES**

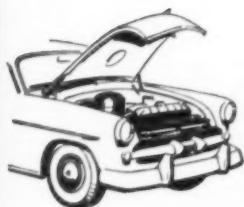
When you sell batteries

#### **CHECK SPARK PLUG WIRE SETS**

When you sell spark plugs

#### **CHECK LIGHTING WIRES**

When you sell sealed beam units



4 out of every 5 cars (over two years old) need new spark plug wires, battery cables or both! These wire and cable replacements represent "Black Gold"—higher volume and bigger profits for you. Cash in now . . . sell proven sales leaders like new Neosheath

Spark Plug Wire, Flextrand Primary Wire and "Powerline" Battery Cable with the new "Powerline" Terminal that holds tight.

All 3 of these outstanding products are original factory equipment on millions of America's finest cars, trucks and tractors. Turn this outstanding reputation to your advantage. Build repeat business, boost volume and profits for today and tomorrow with Auto-Lite.

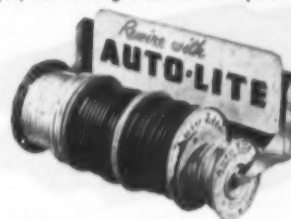
**THE ELECTRIC AUTO-LITE COMPANY**

TOLEDO 1

OHIO



Auto-Lite Spark Plug Wire is available in handy packages, cut-to-length sets or on spools.



Auto-Lite Primary Wire comes in full range of sizes and types. Convenient Wall Rack is furnished as merchandising aid.



Auto-Lite Battery Cable display helps you serve all popular makes of cars.



Auto-Lite gives you solid selling support with big space advertising in leading national magazines read by millions.

# AUTO-LITE

**wire and cable**



"We don't waste a moment of our high-priced experts' time."

## Ford Takes One Weekend For Big Moving Job

ONE weekend was all it took to transfer the massive operation of Ford Motor Co.'s Richmond, Calif., assembly plant last month to a three-times-larger building at San Jose, Calif., which is 51 miles distant.

The last car rolled off the Richmond assembly line about 3 p.m. on a Thursday, and the first one came off the San Jose line the following Tuesday, losing only two days of production time. Of the Richmond employees, 98% moved with their households to the San Jose area.

In most cases, trucks were loaded with materials from only one department, thus permitting employees to pick up on Tuesday the same tools they had laid down Thursday afternoon prior to the moving.

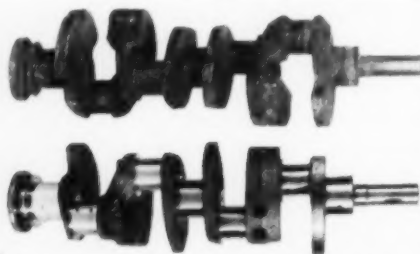
## GM Truck Retail Store Opens in Atlanta

THE GMC Truck & Coach Division of General Motors opened a 28,000-square-foot two-building truck retail store in Atlanta, Ga., last month, featuring a 2,132-square-foot showroom and a 6,860-square-foot parts department in the main building.

The auxiliary building contains a paint shop, wash racks and service stalls for new and used trucks. M. J. Cooper is manager of the establishment.

Hercules Oliver Leroi  
Waukesha AC  
all Continental Models Case  
Murphy

**Give Fast  
Service to  
These  
Customers**



They come in like this (Top photo) And go out like this (Bottom photo)

**...and Save Them Big Money**

We can give 24 hour service on these and other crankshafts. Our "ARCWELL" process actually rebuilds them better than new, to original factory specifications, at a big saving in cost.

"ARCWELL" crankshafts are magnafluxed, heat treated, balanced, Tillis micro finished for longer bearing life, and substantially boxed for shipment. Journal surfaces are harder, and the added metal is guaranteed never to flake, loosen, or part from the parent metal.

**CAM SHAFTS:** Precision grinding of any automotive, diesel, or industrial camshaft to within .001 on lift and 1 degree on timing.

**Write for full information and prices.**

\*Trade Name

**Standard Crankshaft & Hydraulic Co., Inc.**

2917 Rozzells Ferry Rd., Charlotte, N. C.

Phone: FR 6-2374 — FR 5-3469



SEE PAGES  
182 and 183

## "Coast-to-coast service feature nets us extra sales..."

says **MR. EUGENE J. BRADY**, President  
of Brady-Frazer Co., Providence, Rhode  
Island, Chrysler-Plymouth dealer and past  
director of R. I. A. D. A.

**T**WENTY-FIVE years ago we were  
looking for *one* finance plan that  
could handle *all* phases of our business.  
We picked the COMMERCIAL CREDIT PLAN.  
Since then, not only has this Plan been  
able to cope with the many personal  
needs of our customers; but it gives them  
prompt, efficient service in any state in  
the Union. Each year the nationwide fea-  
ture alone of COMMERCIAL CREDIT PLAN  
lands us extra sales."

### COMMERCIAL CREDIT DEALERS *ARE Successful* DEALERS

A letter or call to your nearest COMMER-  
CIAL CREDIT PLAN office will get you  
speedy and expert help with your financ-  
ing problems, too. Why not call today?



### COMMERCIAL CREDIT CORPORATION

A service offered through subsidiaries of  
Commercial Credit Company, Baltimore...  
Capital and Surplus over \$170,000,000  
... offices in principal cities of the United  
States and Canada.





The Texas Automotive Dealers Association won a second-place award in the state association category of the 1954 public relations competition sponsored by the National Automobile Dealers Association. Shown here are (l. to r.) Floyd L. Randel of Wichita Falls, TADA president; Walter B. Cooper of Fort Collins, Colo., chairman of the NADA public relations committee, and C. B. Smith of Austin, chairman of the TADA safety-public relations committee. The award-winning entry described the association's safety-youth program, including its sponsorship of 12 regional winners in the state finals of teen-age driving contests. Its handling of publicity for franchised new-car dealers who loaned cars to schools was cited as outstanding.

# GABRIEL

## SHOCK ABSORBERS

As popular in the South as  
Grits and Black-eyed Peas

**Gabriel HydrOshox...**  
the favorite for regular duty

**Gabriel Silver E...**  
preferred for heavy duty

**The New Gabriel AjustOmatic**  
...**Truly** adjustable for the  
ride of your choice...



# THE Gabriel CO.

1148 EUCLID AVENUE • CLEVELAND 15, OHIO

## AC Spark Plug Installs High-Altitude Room

A C SPARK Plug Division has installed in its Milwaukee plant a special 70-ton chamber that will simulate an altitude of 100,000 feet, cut temperature to 100° below zero, raise temperature to 200° above zero and at the same time vibrate like a high-flying bomber.

The purpose of the chamber is to reproduce flying conditions to test aviation instruments such as gun-bomb-rocket sights and bombing navigational computers which AC is now making for the government. The room is a big steel box standing about 13½ feet high and covering 16½ x 22½ feet. Glass wool and aluminum insulation fill the walls. Six windows, each with seven layers of glass, provide observation ports.

## W. E. Wilson to Manage Kansas City B-O-P

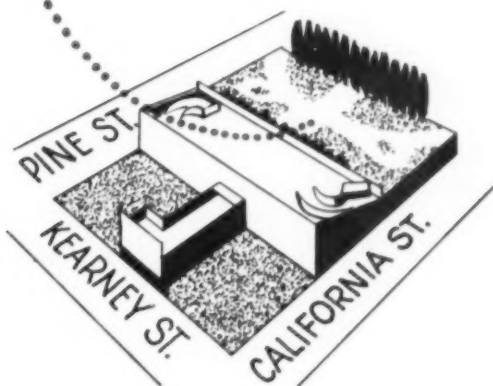
GENERAL Motors has promoted Wallace E. Wilson from works manager of its Buick-Oldsmobile-Pontiac assembly division in Kansas City, Kan., to Kansas City general manager to succeed Edward D. Rollert, who has been made general manager of GM's Harrison Radiator Division at Lockport, N. Y., James L. Conlon, division general manager, announced.

Wilson, who joined GM in 1940 as a draftsman, has since been a project engineer, assistant chief engineer of Oldsmobile, chief engineer at the Kansas City plant, works manager for aircraft and, since Sept. 1, 1953, works manager at Kansas City.





# ARO REELS speed lube service in San Francisco's *new underground garage!*



● St. Mary's Square Garage, a modern five-level underground structure in a hillside, eases parking in downtown San Francisco. Capacity 1,025 cars. Lube facilities on fourth level. A picturesque park on roof.

"We are indeed pleased with the Aro overhead reels and supply pump system in operation at St. Mary's Square Garage," says S. E. Onorato, executive vice-president and general mgr. "We find them highly efficient as we can dispense motor oil, transmission fluid, gear oil and chassis lubricants with minimum time and effort.

"Outstanding display appeal of this Aro installation not only enhances our lubrication department but affords splendid sales promotion."

Whatever your lube service needs . . . ARO has the modern answer to help you *profit more!*

**THE ARO EQUIPMENT CORPORATION**  
Bryan and Cleveland, Ohio

Aro Equipment of California, Los Angeles, Calif.  
Aro Equipment of Canada, Ltd., Toronto 1, Ontario  
Offices in all principal cities

See Your Automotive Wholesaler



## LUBE EQUIPMENT

Also . . . Air Tools . . .  
Aircraft Products . . .  
Grease Fittings



The 32-millionth car came off Chevrolet's assembly line recently, produced at the Atlanta, Ga., plant. Five metropolitan Atlanta dealers donated the car to the Fulton-DeKalb counties' March of Dimes drive. Shown here are J. D. Thompson (standing), Chevrolet Southeast regional manager; Dan Sinkler, March of Dimes chairman, at the wheel, and A. M. Costley, East Point, Ga., Chevrolet dealer, in the front seat. In the back seat (l. to r.) are Paul Timmers, Central Chevrolet Co., Hal Smith of Downtown and John Smith Chevrolet companies and Robert Mason, Southern Chevrolet.



## Manley Wrecking Cranes

**7 MODELS**



WC-8

## Pull them in—to Your Shop— with a **MANLEY** Wrecker

• Wreckers are profitable two ways—for towing, and for pulling disabled vehicles into **YOUR** shop where you get the repair work. A **MANLEY** Wrecker can make money for you both ways.

Illustrated above is the **MANLEY WC-8**. This 8-ton wrecker has a large, oversize frame with double swinging booms. Two separate winches, with independent controls at both sides. Outriggers for heavy side pulls.

7 models available

*The best-equipped garage gets the profitable business. See your **MANLEY** Jobber today.*



**Manley Division  
AMERICAN CHAIN & CABLE**

York, Pa., Chicago, New York, Portland, Ore.,  
San Francisco, Bridgeport, Conn.

In Canada:  
Dominion Chain Company, Ltd., Niagara Falls, Ontario



• The new **WC-5** Wrecker has a 10,000 lb. pulling capacity. It has a double non-swinging boom that is designed to handle normal garage wrecking jobs. Boom can be raised and lowered under power directly from the power take-off. Also shown is **MANLEY 2209** Towing Hitch.

### Write for Information

**MANLEY DIVISION** SAJ  
American Chain & Cable, York, Pa.  
Please send literature and prices on  
**MANLEY** Wrecking Cranes.

Name

Address

Town  Zone  State

### Predicts High Production On 6's during 1955

**T**HIS year more than a million six-cylinder cars in the lowest-priced field will be produced, predicted William J. Bird, vice-president in charge of sales of Plymouth Division of the Chrysler Corp.

Reasons for its popularity, he explained, are its "powerful engine in relation to the driving practices of a very large proportion of motorists," its durability, easy maintenance and service and low cost.

"We are building longer life into the six-cylinder engine. It's not uncommon at all for an engine to operate for 50,000 miles or more without major repairs.

"In fact, in some big taxicab fleets where standards of preventive maintenance are exceptionally high, Plymouth taxicabs on the average do not require major engine repairs for 125,000 miles."

### Oldest Agency Closes In Oklahoma City

**W**ILLIAM B. "Buck" Morris, Oklahoma City, Okla., has taken over the Greenlease-Moore Chevrolet dealership and moved it to a new site at 301 NW 13, thus closing the city's oldest agency, which opened in 1918 with a Cadillac franchise and obtained a Chevrolet franchise 31 years ago, in 1924.

Emmett A. Darby and Harvey P. Everest were awarded the Greenlease-Moore Cadillac franchise in January. Changes in ownership were brought about by the death last August of Robert T. Moore, president of the firm.

(More News Briefs on page 173)

# FREE

(FOR A LIMITED TIME ONLY)

12 Pints of Du Pont No. 7 Polish \$12 List



OR



16 12-oz. Du Pont HEAVY DUTY Brake Fluid \$16 List

with every 6-case purchase of these popular Du Pont No. 7 Products →



For appearance and performance Du Pont No. 7 Products give you one popular, nationally advertised line. Now an even better deal! Call your supplier today.



Free displays help you cash in on Du Pont's nationally advertised Spring Drain-Out Program

Your customers will soon be reading about the Du Pont Spring Drain-Out Program in LIFE and THE SATURDAY EVENING POST. Make sure they know you offer this profitable service. Free window posters packed in cases of merchandise. Order now!

**DU PONT No. 7. PRODUCTS**

From Chemical Research . . . For Easier Car Care



BETTER THINGS FOR BETTER LIVING  
... THROUGH CHEMISTRY

# Instant oil control + a full chrome ring set

THE **MONEY-MAKING REASONS** FOR YOU TO INSTALL

*the reasons why...*

## 1. Pre-seated for instant oil control

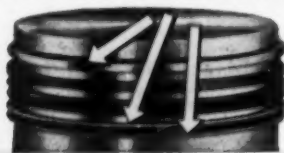
Pre-seated narrow land contact surface of Krome-Oil top groove compression ring



Pre-seating means early break-in, no customer complaints. It is a factory-applied lapping process for the top groove compression ring equivalent to many hundreds of miles of *actual* engine operation. Sell and install chrome, with its long-wearing qualities and instant break-in features. It delivers premium performance all the way.

## 2. Full chrome ring set

Look for chrome here ... to install a full chrome ring set



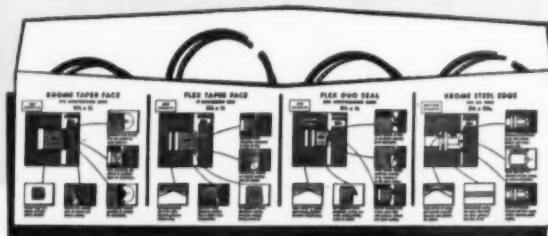
When you install chrome, be sure you're selling a *full chrome* ring set. Check for chrome on the top groove compression ring, on the side rails of the oil ring. Install chrome confidently because Krome-Oil is pre-seated. Krome-Oil seats instantly, doesn't scuff, and pays off in longer engine life.

## AMERICAN HAMMERED

Pre-seated Krome-Oil

## PISTON RING SETS

## 3. All-in-one ring envelope



All-in-one ring envelope contains all the rings for one piston. They're packaged in this envelope in the order of installation. This prevents mix-ups, saves you or your mechanic time. A real time-saver in the shop.



Install Krome-Oil, the chrome ring set with all the answers

## American Hammered

AUTOMOTIVE REPLACEMENT DIVISION

2001 Sanford Street • Muskegon, Michigan

Manufacturers of American Hammered Automotive Replacement Piston Rings. A Division of Sealed Power Corporation  
Remember profit-packed American Hammered Power-Plus Service—  
Kootherizing • GI-60 Groove Insert • Dry Film Lubricant



## More News Briefs

(Continued from page 170)

### New Orleans to Stage Foreign Car Show

**T**HE South's first foreign automobile show will be held in New Orleans, La., May 6-9 in the International Room of the Roosevelt Hotel, E. O. Jewell, chairman of the show, announced.

The exhibit will include seldom-seen cars such as the Porsche, Mercedes-Benz and three-wheeled Messerschmidt from Germany, as well as better-known automobiles like the French Renault, German Volkswagon and English Austin. An Argentine-built automobile and motor scooters from Japan, Italy and Germany will also be featured.

On May 8 a sports car race is planned by the Delta Region Sports Car Club.

Sponsors of the show are the board of commissioners of the port of New Orleans, the city of New Orleans, the Chamber of Commerce, the New Orleans Board of Trade, Ltd., International House, International Trade Mart and the Export Managers' Club of New Orleans.

### Kent-Moore Selects Walker

T. F. Walker's election by the board of directors as executive vice-president for Kent-Moore Organization, Inc., was announced last month by President J. D. Adair. Among various positions he has been vice-president in charge of production and vice-president for manufacturing. He was with Buick Division and later Pontiac before joining KMO in 1940.



### John Munn Publishes Book For Salesmen

**"A**UTOMOBILE Selling—Letters to Salesmen" is the title of a book just published by John O. Munn, well-known author and automobile dealer counselor of Toledo, Ohio.

He commented to friends, "I don't know why I put forth the effort in my old age, but I really felt that before I became a tombstone I should put in writing some of the things that would be help-

ful in inspiring older salesmen and encouraging new ones."

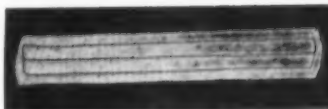
The volume, more than 100 pages, cloth bound, deals with development of a salesman.

J. Saxton Lloyd of Daytona Beach, Fla., and R. D. McKay of Wichita, Kan., both past presidents of the National Automobile Dealers Association, were among many prominent dealers praising the book, which is obtainable at \$3.50 from The John O. Munn Co., Toledo Trust Building, Toledo 4, Ohio.

## SHHHHHHHH!

### Crown valve pads make CHEVROLET V-8 quiet as a mouse!

Below you see the Crown #508 being installed on a '55 Chevrolet V-8. Pour regular motor oil on the pad until it is saturated. When placed over the valve mechanism the pad forms a flexible cushion which lubricates the valves and silences clicking NOISES. Crown pads are designed to accomplish four important functions: (1) to stop valve clicking on overhead valve motors, (2) to aid in proper lubrication of the rocker arms, (3) to protect the valve stems from condensation drip, (4) to strain any dirt picked up by the fan and backlash through the breather.



The pad is made of cotton wicks sewed together and enclosed in a porous duck cover. The exact dimensions hold the pad in place when installed.

The Crown #508 is carefully designed for the new Chevrolet V-8. Once installed over the valve mechanism, your customer's Chevrolet will perform quieter than a mouse! Crown pads are also available for: Chevrolet 6, Ford V-Block V-8, Ford 6, GMC, Buick Standard and Master, Nash, Studebaker, International Trucks, Oldsmobile, Lincoln, Cadillac, Willys, MG, Austin.

"Crown—the original and leading overhead valve pad"

**EARLE ESTES MFG. CO.**

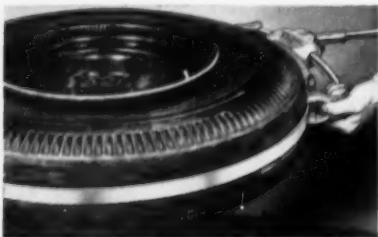
UNION CITY, GEORGIA



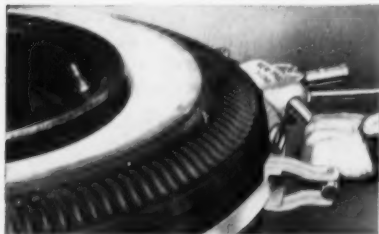


## KEN-SPEED DUAL-PURPOSE BEAD EXPANDER FOR TUBELESS TIRES

Serves both auto and truck tires! Every tire repair man needs this powerful, positive, fast-acting tool. Safer, easier to use. Built extra strong for longer life. You can't buy better . . . you can't afford less! For your protection, insist on Ken T-130.



Seats bead with a few strokes. FAST . . . SAFE!



INSTANT or gradual release!



Powerful enough for Tubeless Truck Tires!

### WHY BUY TWO?

Ken-Speed Bead Expander is the only tool with the extra power to service both auto and truck tubeless tires.

IF IT'S A KEN, IT'S BETTER  
See your automotive jobber

**The KEN-TOOL Mfg. Co.**  
AKRON 5, OHIO

Retail  
**\$9.90**



The 500,000th unit to roll off Ford Division's Atlanta, Ga., assembly line was produced Feb. 8, Henry C. Dorsey, plant manager (at wheel), announced. The snowshoe white convertible was shipped to Crest Motor Co. in Atlanta.

## Air Conditioning Is Now Available for Fords

AVAILABILITY of air conditioning for 1955 Ford eight-passenger cars and station wagons was announced Feb. 28 by L. W. Smead, Ford Division general sales manager.

Smead said this was the first time in Ford car history that Ford air conditioning had been available. The unit, which will be sold by dealers as optional equipment, also heats and defrosts in addition to ventilating and dehumidifying. Temperature is controlled by a single lever.

Suggested list price for the unit is \$435 plus installation, estimated at ten hours.

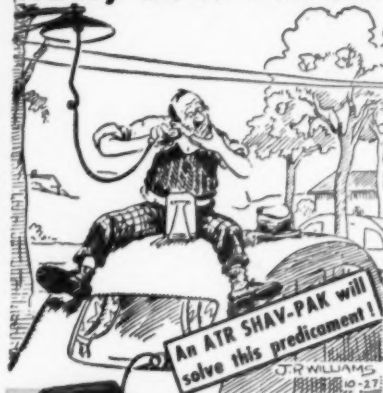
Mechanics have been specially trained for the job by factory district service schools.



HERE  
COMES THE  
BANDWAGON!

SEE PAGES  
102 and 103

## ATR SHAV-PAK NEW, LOW PRICE!



SHAVE IN THE COMFORT  
OF YOUR CAR,  
Boat or Plane!

Specially Designed for  
Operating Standard A.C.  
Electric Shavers in  
Automobiles, Buses,  
Trucks, Boats, and  
Planes.



Plugs into  
Cigarette Lighter  
Receptacle on Dash

**\$9.95**  
LIST PRICE

TYPE	INPUT D.C. VOLTS	A.C. OUTPUT 60 CYCLES	OUTPUT WATTAGE	LIST PRICE
6-SPB	6	115 volts	15	9.95
12-SPB	12	115	15	9.95

## Introducing ATR MIGHTY MIDGET portable INVERTER WITH GREATER OUTPUT

DICTATE REPORTS ACCURATELY-PROMPTLY!

make your car, boat or plane  
a "rolling office"

with ATR INVERTERS



Plugs into  
Cigarette Lighter  
Receptacle on Dash

**\$19.95**  
AND UP  
LIST PRICE



Household  
ELECTRICITY  
Anywhere  
in your own car!

ATR INVERTERS . . .  
especially designed for operating  
standard 110 volt A. C. . . .

- DICTATING MACHINES • TAPE RECORDER
- ELECTRIC RAZORS • WIRE RECORDERS

TYPE	INPUT D.C. VOLTS	A.C. OUTPUT 60 CYCLES	OUTPUT WATTAGE	LIST PRICE
6-DME	6	115 volts	30-40	19.95
6H-DME	6	115 volts	60-75	29.95

Above inverters also available for 12-volt operation.

See your jobber or write factory today  
for complete information

**ATR** AMERICAN TELEVISION & RADIO CO.  
Quality Products Since 1931  
SAINT PAUL 1, MINNESOTA—U. S. A.

# THIS IS MOPAR CAR-CARE MONTH!



**NOW - RESTORE  
"NEW-CAR" INTERIOR  
BEAUTY EASILY -  
FOR ONLY \$2.15\***

**Amazing new MOPAR KAR KLEEN  
removes stains, spots,  
and dirt like magic!**



Now you can enjoy "new-car" riding pleasure and pride once more! New Mopar KAR KLEEN brings back the beauty of your car's interior quickly, easily, simply! It removes the most stubborn stains, spots, or dirt from upholstery, seat covers, headliner, vinyl panels, etc. - whether the interior materials are cloth, vinyl or leather! Kar-Kleen can be cleaned and beautified by Mopar KAR KLEEN. One bottle provides more than enough - and you need only a small brush or sponge to do the job!



**Mopar Re-Glide** will remove the most stubborn stains and spots from your car's interior. It's the only product that does the job with less effort and at lower cost.



**Mopar Chrome Polish** will restore brilliance and luster to the chrome parts of your car! Removes rust, corrosion, and tarnish. Leaves a durable film which protects chrome.



**Mopar Cleaner and Auto Polish** combines to maintain gleaming exterior beauty. Cleans, shines, and protects your car's body with Mopar's famous "Jub-Rest" finish.



**Mopar Leather-Seal Mousse** provides brilliant, durable protection for the inside of old or new cars.



**Mopar Radiator Seal** Resistor protects your cooling system against damaging rust and scale. Expands to produce cooling throughout the cooling system. Recommended for any make of car.



**Mopar Paint Applicator** works up scratch-free finish on your car's body. Removes rust before painting. Works like a charm on all types of paint.

...all these materials are available from your nearby Plymouth, Dodge, De Soto or Chrysler Dealer and from better quality than elsewhere.

MOPAR is the identifying name of thousands of parts and accessories designed and built especially for your Plymouth, Dodge, De Soto, Chrysler or Imperial car, or Dodge "Jub-Rest" truck.

**PARTS DIVISION • CHRYSLER CORPORATION  
DETROIT 31, MICHIGAN**

# MOPAR

*This full-page ad will appear in the March 12th issue of The Saturday Evening Post, and in the April issue of Popular Science, Popular Mechanics, and Mechanix Illustrated.*

## THESE BIG NATIONAL ADS WILL INCREASE YOUR SALES OF MOPAR PRODUCTS!

Powerful national advertising, reaching a total audience of 30 million people, will proclaim March and April as Mopar's car-care months . . . will sell the Mopar products needed to beautify cars inside and out. Your customers will be among the millions reached by this promotion. Be sure to have a full supply of all Mopar car-care materials in stock so you can give your customers what they will be asking for. Contact your nearby Chrysler Corporation dealer or Mopar parts wholesaler today.

# MOPAR

**PARTS DIVISION • CHRYSLER CORPORATION • DETROIT 31, MICHIGAN**

## Mississippians Vote to Levy Taxes On All Cars Bought out of State

**T**HE Mississippi legislature has passed a bill discouraging the purchase of cars outside the state to avoid sales taxes by decreeing that taxes will be levied on the full value of all imported cars whether or not a trade-in was made, but cars bought in Mississippi would be taxed only for the

cash difference between the new car and the trade-in.

Until the bill was passed, several legislators pointed out, a Mississippian could go outside the state to buy a car and escape the other state's tax. Then he could escape Mississippi's tax if the sheriff didn't enforce the law.

Rep. Hilton Waits said the bill would allow the tax commission to force sheriffs to collect taxes on imported cars. The old law said they must do so, but since the sheriffs were not made to enforce it, only 26 out of 82 had been collecting the tax, it was learned.

## Gasoline Octane Number Creeps Up Each Year

**I**NCREASES in compression ratio are consistent with nationwide trends in gasoline octane number with the nationwide average for premium gasoline now standing at 94, whereas last year it was about 93 and the year before 91 and a fraction, according to J. M. Campbell of General Motors Research laboratories division, in addressing the lubrication committee of the American Petroleum Institute.

The most significant development in motor oils is the introduction of multiple branding to get improved viscosity characteristics and reduction of carbon deposition, he said.

A. E. Cleveland, Ford Motor Co., stated that the need for the use of higher-priced products like heavy-duty MS or multi-viscosity oils by customers in Ford engines has not yet been established, but that Ford is planning to take advantage of all the increased octane numbers offered by the new fuels.

## Willys Sales School Like GI Training

**W**ILLYS Motors, Inc., is running a school for salesmen near San Antonio, Texas, which has been compared with GI basic training because of the two-week dawn-to-dusk schedule, the 30 hours of classroom work, 90 hours of driving and learning to operate 35 miscellaneous attachments which increase the versatility of the vehicles.

With increasing emphasis on utility vehicles, Willys is teaching 251 factory and field representatives the know-how of Jeep and four-wheel drive demonstration and selling. "If you can't demonstrate it," says Hickman Price, Jr., vice-president in charge of sales, "you can't sell it."

Standard classroom attire is dungarees, boots and fatigue hats. The 1,000-acre proving ground has an obstacle course that completely stumps conventional two-wheel-drive vehicles and even gives the Jeep a rough time.

## NO TUBELESS TIRE PROBLEMS

When You Use  
**RUGLYDE**® with  
**Controlled-Friction**®

Why have leading tire manufacturers recommended only RuGLYDE for tubeless tire lubrication? . . . because only RuGLYDE has Controlled Friction! Gives proper lubrication so that tubeless tires will slip into place easily and seat properly, even on safety rim wheels, yet, after inflation, tires will stay in position—won't creep.



RuGLYDE also helps protect against damage due to scuffing the rim-seal ridges and base of beads . . . won't cause rust . . . or build up hard deposits in the sealing ridges that can cause air leaks.

Write today for your free illustrated folder that tells how and why RuGLYDE and the RuGLYDE Service Kit make tubeless tire mounting safer, easier.

To save time and RuGLYDE, use RuGLYDE in its custom-designed Service Kit, with special brush and applicator. See your supplier for details and money-saving introductory offer.

**SEE US IN BOOTH #316  
South-West Automotive Show**



RuGLYDE is the registered trade mark of  
**AMERICAN GREASE STICK COMPANY**  
Muskegon, Michigan



**"My Alemite on-the-car  
Wheel Balancer..."**

**MADE ME \$2,000  
THE FIRST YEAR!"**



**Says W. L. "Mickey" Walker**  
Mickey Walker Shell Service  
New Orleans, Louisiana

**from coast-to-coast, Alemite Wheel Balancers  
pay for themselves, show big profits,  
up tire sales and win new customers!**

Now's the time to tap the big market for wheel balancing. With 8 out of 10 cars on the road *needing* wheel balancing, you can't miss. A single job earns you \$4.72, net profit, and you can easily turn out 4 to 8 jobs a day. Your Wheel Balancer can actually pay for itself in weeks!

**Sells tires, too!** When you do a wheel balancing job it's the ideal time to point out worn tires, breaks in casings, etc., and make tire sales. And you can tell your customers—wheel balancing makes tires wear up to 30% longer!

**Attract new customers!** Your customers appreciate this extra added service—are more and more conscious of Alemite's national advertising, selling Alemite's Wheel Balancer in *The Saturday Evening Post*. They'll be looking for it—see that you have it!

**ONLY the Alemite Electronic Wheel Balancer** spins the entire wheel assembly right on the car. Balances everything from hub cap to tire at once—up, down and sideways.



**Exclusive Vue-Scale Meter** proves to your customer that his wheels *need* balancing—proves that they *are* balanced when you are through. A sure-fire sales promoter!

**A FREE demonstration proves it!**

Your Alemite representative will prove to you how easy it is to balance wheels the Alemite way. And he'll see to it you get the big promotion kit that makes sales for you—ties you in with national advertising. Call him **TODAY!**



**ALEMITE**

REG. U. S. PAT. OFF.

1826 Diversey Parkway, Chicago 14, Illinois



**Here's What Owners Say  
About Alemite Wheel Balancer!**

- "Our Alemite Wheel Balancer makes us more money than any other piece of equipment we have!" V. O. B., Oregon.
- "We're just a small outfit, but we made \$174.00 the first three weeks!"
- "My previous wheel balancer never satisfied my customers—but the Alemite Wheel Balancer always satisfies customers... brings in new ones!" R. E. S., Washington.
- "Makes over \$100.00 a month!" O. S. T., Louisiana.
- "Helps increase service sales, detects need for front wheel bearing replacement, etc." N. W. Y., New York.
- "Net profit paid for my balancer in just 110 days!" J. S., Oregon.

**A small down payment puts you in the  
wheel balancing business!**

With 12 to 18 months to pay. And your gross profit on only one job per week will cover the monthly payment. And you are **SURE** to sell more than that! Ask your jobber about it now and start cashing in on this big market!

Tool hunting  
eliminated—  
**TULDEX**  
pays for itself in  
time savings alone!



...says Whitey Jones, shop foreman of Holt Motor Co. of Los Angeles, world's largest Dodge-Plymouth dealer.

"**TULDEX** pegboard storage pays for itself by saving several minutes every time you reach for a new tool. And it keeps tool loss way down because you get a mental picture of each tool's location—if you pull out a panel and it looks bare in one spot you can retrace your steps to find where you last used or loaned the missing tool."

Whitey, who has been an automobile mechanic for more than 30 years, goes on to say, "Tuldex will make any mechanic a better worker because it organizes his tools so that he can concentrate on his job and not worry about finding a needed tool."



hung on wall

placed on bench

on PORTA-CAB

Huot Tuldex design features six tool-holding 12" x 20" pegboard panels that roll out on nylon bearings for easy access. The panels accommodate movable tool hangers in any arrangement for all kinds of tools. Panels and doors together give more than 24 square feet of tool storage area—twice as much as most tool chests.

The heavy steel Tuldex cabinet with top and bottom locks is finished in blue and grey baked enamel.

The big drawer is ideal for power tools or bulky items. Tuldex can be set on a bench, hung on the wall or mounted on a movable Huot Porta-Cab. Overall size is 29" x 26" x 13 3/4".

**HUOT**

**Warehouse Stocks  
Carried in Dallas**

**HUOT MANUFACTURING CO.**

587 No. Wheeler Street • St. Paul 4, Minn.  
Huot is pronounced "Hew-ot"

## Automobile Old Timers Takes Ball In Preserving Industry's History

By **FREDERICK H. ELLIOTT**

Executive Vice-President, Automobile Old Timers

**D**URING the 16 years of its existence, Automobile Old Timers has held steadfastly to its objectives of maintaining the history of the motor vehicle and of perpetuating the memory of those pioneers who successfully put America and a large part of the world on wheels.

One of the world's most complete archives of the dramatic events which paved the way for today's automotive achievements reposes in the national headquarters of AOT in mid-town New York at 22 East 38th Street.

The organization of the nation's motor car pioneers has compiled the historic accounts, including priceless records of first-hand, on-the-spot observers, and has assembled authentic data about the industry's early days as it was emerging from a "foolhardy period of trial-and-error experiments" to today's elaborate scientific laboratories where the design of future vehicles, engines and component mechanisms continues unrelentingly in vast organizations of engineers, chemists, scientists and other trained specialists.

### It Furnishes the Link

Its official publication, *Old Timers News*, links the historic past with the progressive and ever-growing present. Pictures never before published have been used to tell yesteryear's stories, and articles on many phases of the industry's developments keep AOT members everywhere informed. Thus, it is hoped, men and women are being helped to peer into the future which has grown from the footprints of the men who have gone before.

Factual records of more than 4,000 pioneers of the industry have been assembled and preserved by AOT. All of these men, and some women too, have played some part in the building, selling or servicing the 2,500-odd makes of motor cars which have appeared on the American scene before and since the turn of this century.

Many Southerners already are active members of this organization and find it very interesting

from the participation standpoint.

Recently AOT located the oldest automobile dealer in America. He is H. O. Koller, Reading, Pa., who began selling Winton automobiles in 1898 and later distributed Fords, Cadillacs, Buicks, Packards and

**HERE  
COMES THE  
BANDWAGON!**

SEE PAGES  
182 and 183



Order  
**"STEELFLEX"**  
Flexible

**EXHAUST TUBING**

from

**UNIVERSAL  
METAL HOSE CO.**

local Atlanta  
warehouse stock

**SAFETY  
EQUIPMENT COMPANY**

212 Marietta Street N.W.

Atlanta 3, Georgia

several makes which are but names today. Another result of the research done by this organization was locating the first woman automobile dealer in this country. She is Mrs. Mary D. Allen, who took over and operated her late husband's Stevens-Duryea dealership in Brooklyn in 1905.

In order to extend the knowledge of automotive history as widely as possible, AOT has organized 37 councils from coast to coast. These councils, which hold meetings from time to time for their members and guests, often call upon some pioneer to give first-hand accounts of the trials and tribulations of the days when "Get a horse, Mister" was a common jibe. Also, many of today's leaders in the automotive world have been invited to bring council members up-to-date on design and manufacturing developments.

#### Councils Operate in South

In the areas where most readers of SOUTHERN AUTOMOTIVE JOURNAL reside, for example, AOT councils have been formed in the District of Columbia, Maryland, Virginia, North and South Carolina and Florida.

The Virginia council held a breakfast meeting in Richmond at the dealer convention last November.

Meetings of these and other councils are planned by men in those areas and have proved to be an important reason why nearly 5,000 men and women are members of AOT today. In the near future it is expected that the executive committee will appoint six regional vice-presidents to stimulate activity in various sections of the country.

Col. Willard F. Rockwell, prominent industrialist, is this year's AOT president. Serving with him are A. W. Herrington, William E. Holler, Alfred Reeves and John J. Schumann, Jr., vice-presidents, Russell M. Nelson, secretary, and Frederick H. Elliott, executive vice-president.

Among the notable features of the organization's annual dinners and meetings has been the awarding of Distinguished Service Citations to outstanding pioneers in some phase of the industry. To date, a total of 61 men have been so honored, including J. Frank Duryea, William K. Vanderbilt, K. T. Keller, Alfred Reeves, Harvey S. Firestone, Jr., William E. Holler, William S. Knudsen, Ralph De Palma, Charles W. Nash, Alfred P. Sloan, Jr., William L. Hugson,

Charles F. Kettering, Charles E. Wilson, Paul G. Hoffman, William L. Mallon, Wilbur Shaw, George W. Mason, John L. Collyer, Willard F. Rockwell, John J. Schumann, Jr., Russell E. Singer, John R. Davis, Eli C. Wareheim, Robert A. Stranahan, Clifford M. Bishop, Robert F. Black, Arthur O. Dietz and John A. C. Warner.

*Editor's note: If any reader would like to organize a council in his area, he is asked by Automobile Old Timers to write to*

Col. Willard F. Rockwell, or Frederick H. Elliott, executive vice-president, Automobile Old Timers, 22 East 38th Street, New York 16, N. Y., for further information.

#### Oklahomans Plan Car Show

The McAlester (Okla.) Automobile Dealers Association will hold its second annual automobile show March 18, 19 and 20. An innovation will be the addition of a ladies' style show.

## Profit Maker—\$800,000 in 16 Months!



**ROGERS**  
Remanufactured  
**ENGINES**

**The Finest Replacement Engine You Can Buy**

Snowball your profits the Rogers way. You take no risk — sell with confidence. Each engine dynamometer tested for new engine performance. Written guarantee for your customers. Start making big money now!

**Write, wire or call the distributor nearest you.**

#### ALABAMA:

Andalusia—Taylor Parts & Supply Co.  
Anniston—Model City Parts Co.  
Bessemer—Genuine Parts Co.  
Birmingham—Alabama Auto Parts Co.  
Genuine Parts Co.  
Cullman—Alabama Auto Parts Co.  
Dothan—Taylor Parts & Supply Co.  
Fort Payne—Thompson Mtr Sply Co.  
Gadsden—Southern Auto Supply  
Huntsville—Automotive Parts Co.  
Marion—Marion Auto Supply  
Mobile—Motor Parts & Supply Co.  
Montgomery—Motor Parts Co.  
Opelika—East Alabama Auto Parts  
Prichard—Motor Parts & Supply Co.  
Selma—Selma Parts Service Co.  
Thomasville—Clark's Parts Service  
Tuscaloosa—W. Ala. Parts & Sply Co.  
Wetumpka—Turner Motor Supply

#### GEORGIA:

Albany—Bruce Jones Co.  
Alma—Butler Supply Co.  
Americus—Keenan Auto Parts Co.  
Athens—Anderson Auto Parts  
Atlanta—Max Auto Parts  
Perrin Auto Supply  
Piston Ring & Parts Co.  
Power Service Co.  
Augusta—Bowers Auto Electric Co.  
The Motor Supply Co.  
Bainbridge—Bruce Jones Co.  
Keenan Auto Parts Co.  
Baxley—Brooks Auto Parts Co.  
Blakely—Keenan Auto Parts Co.  
Brunswick—The Motor Supply Co.  
Cairo—Keenan Auto Parts Co.  
Cecilton—Burns Parts Co.  
Cartersville—Automotive Supply Co.  
Auto Parts Co.  
Columbus—Auto Supply Co.

Cordele—Cordele Auto Supply Co.  
Butler Supply Co.  
Cornelia—Slack's Auto Parts  
Cuthbert—Keenan Auto Parts Co.  
Dalton—Hart's Automotive Parts Co.  
Decatur—Decatur Auto Parts Co.  
Douglas—Brooks Auto Parts  
Dublin—Dublin Motor Parts Co.  
East Point—Genuine Parts Co.  
Elberton—Anderson Auto Parts  
Fitzgerald—Brooks Auto Parts  
Gainesville—Slack's Auto Parts  
Hartwell—Anderson Auto Parts  
Hawkinsville—Keenan Auto Parts Co.  
Jesup—Brooks Auto Parts Co.  
LaFayette—LaFayette Auto Parts  
Macon—Butler Supply Co.  
Montezuma—Keenan Auto Parts Co.  
Moultrie—Keenan Auto Parts Co.  
Rossville—Hart's Auto Parts  
Sandersville—J. B. Wall Co.  
Savannah—The Motor Supply Co.  
Statesboro—Statesboro Auto Parts  
Swainsboro—Swainsboro Motor Parts  
Sylvania—Pinckney's Auto Supply Co.  
Thomaston—Keenan Auto Parts  
Thomasville—Bruce Jones Co.  
Keenan Auto Parts Co.  
Tifton—Keenan Auto Parts Co.  
Waycross—Thompson Motor Supply Co.

#### FLORIDA:

DeFuniak Springs—Taylor Parts & Supply Co.  
Jacksonville—Consolidated Automotive  
Motor Parts & Sply Co.  
Lake City—Consolidated Automotive  
Marianna—Keenan Auto Parts Co.  
Panama City—Taylor Parts & Sply Co.  
Quincy—Keenan Auto Parts Co.  
Sarasota—Anderson Auto Parts  
St. Petersburg—Automotive Sply Co.

Tallahassee—Genuine Auto Parts Co.  
Keenan Auto Parts Co.

Tampa—Motor Parts Co., Inc.

#### MISSISSIPPI:

Lucedale—Motor Parts & Supply Co.

#### NORTH CAROLINA:

Asheville—Hayes & Hopson, Inc.  
Franklin—Slack's Auto Parts  
Gastonia—Genuine Parts, Inc.  
Marion—Marion Auto Parts, Inc.  
Spruce Pine—Mitchell Auto Parts

#### SOUTH CAROLINA:

Aiken—Thompson Motor Supply Co.  
Anderson—Anderson Auto Parts  
Charleston—H. Steenken & Co.  
Columbia—The Parts Co.  
Easley—Anderson Auto Parts  
Greenville—Battery & Electric Co.  
Greenwood—Carolina Tool Co.  
Orangeburg—Parts Supply Co.  
Rock Hill—Bennett Supply Co.  
Spartanburg—Spartan Automotive Co.  
York—York Auto Parts

#### TENNESSEE:

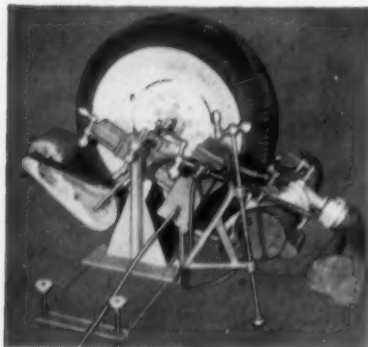
Carthage—Auto Parts & Service Co.  
Chattanooga—Hart's Auto Parts Co.  
Cleveland—Hart's Auto Parts Co.  
Cookeville—Auto Parts & Service  
Fayetteville—City Auto Parts  
Lincoln Supply Co.  
Gallatin—Auto Parts & Service  
Greenville—Broyles Rubber Oil Co.  
Harriman—Hart's Auto Parts Co.  
Knoxville—Service Auto Parts Co.  
Maryville—Hart's Auto Parts Co.  
Pulaski—M. S. Church Auto Parts  
Shelbyville—Auto Parts & Service Co.  
Springfield—Auto Parts & Service Co.  
Winchester—Winchester Auto Sply Co.

**JOHN ROGERS CO.** 500 West Peachtree St., Atlanta, Ga.

BUY DIRECT  
FROM THE MANUFACTURER  
SAVE 30%

## ROUNDING TIRES

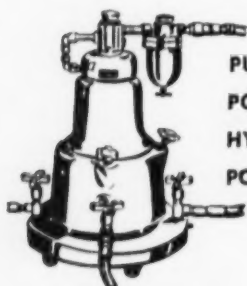
ON THE CAR OFF THE CAR



FRONT OR  
REAR WHEELS  
CONVENTIONAL OR FLAT TREADS

Increase your business by offering tire truing—the fastest growing automotive service in America today. Rounder complete \$629.50. Quickly set up for front or rear wheels on or off the car. Heavy duty motor and cutter produces precision rounding in less than 5 minutes per tire.

Send for FREE BOOKLET



PUSH-BUTTON  
PORTABLE  
HYDRAULIC  
POWER

Here is the helping hand so often needed. The greatest labor saving addition to frame straightening in 25 years. Operates hydraulic rams from 1 to 100 tons with rapid hammer-like blows for faster more complete correction. Finger tip control of one to four rams on the same hook up.



## 28 UMS Mechanic Schools Open by Mid-April

BY THE middle of April, United Motors Service Division of General Motors expects to have opened 28 automatic transmission training schools throughout the country for any service station or garage mechanic who wishes to enroll.

Service training in the factory-approved method of overhaul, maintenance and adjustment of automatics is offered without charge. A mechanic needs only to contact his nearest UMS distributor for particulars.

Southern centers now in operation or scheduled to open are in Washington, D. C.; Jacksonville, Fla.; El Paso, Texas; Dallas, Texas; Memphis, Tenn.; Atlanta, Ga.; Charlotte, N. C.; St. Louis, Mo.; New Orleans, La.; Houston, Texas; Oklahoma City, Okla., and Kansas City, Mo.

Others are in Detroit, Mich.; Cleveland, Ohio; Boston, Mass.; New York, N. Y. (two); Chicago, Ill.; Portland, Ore.; Los Angeles, Calif.; Philadelphia, Pa.; Denver, Colo.; San Francisco, Calif.; Buffalo, N. Y.; Minneapolis, Minn.; Milwaukee, Wis.; Cincinnati, Ohio, and Salt Lake City, Utah.

For the third consecutive year the Arkansas Automobile Dealers Association received national recognition for its public relations program as Walter B. Cooper (left), Fort Collins, Colo., chairman of National Automobile Dealers Association public relations committee, presented a bronze award to Tom McNeil, Rogers, Ark., president of the Arkansas dealers. The citation was one of two second-place awards in the state association category given by NADA for "meritorious public relations activities on behalf of franchised new-car and new-truck dealers."



## Fastest Selling Cushion on the Market



### Mitchell Offers Most In All-Purpose Cushions

Here is the coolest, most comfortable, all purpose cushion. Mitchell's famous "Open Window" weave of beautiful Vinyl-Coated fabrics allows free circulation of air to all points of body contact, thus speeding evaporative process. Each cushion is hinged and trimmed with heavy duty plastic film—stoutly stitched for maximum strength and beauty. Parallel constructed coils of 21 gage wire allows the seat spring units to withstand heavy pressure. The beautiful cushions are conveniently packed in assorted colors (blue, red, green), 12 to the carton.

\*VISIT OUR BOOTH #3  
SOUTHWEST AUTOMOTIVE  
TRADE SHOW

**Mitchell**  
MANUFACTURING CO.  
Fort Smith, Arkansas



# HAVE YOU HEARD ABOUT RUST MASTER'S NEW

## 6 for 5 DEAL\*

\* YOU GET SIX AND ONLY PAY  
FOR FIVE

The Extra One is ALL PROFIT! Cash In On This Guaranteed  
Sure-Fire Deal! STOCK UP ON THE BIG PRODUCTS  
with THE BIG PROFITS! RIDE THE BIGGEST CONSUMER  
DEMAND EVER! Year 'round selling season! — Greater  
Customer Satisfaction! DON'T MISS ANY PART OF THIS  
DEAL—ORDER FROM YOUR SUPPLIER RIGHT AWAY!



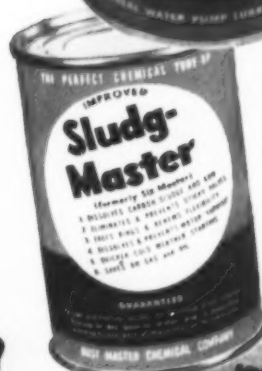
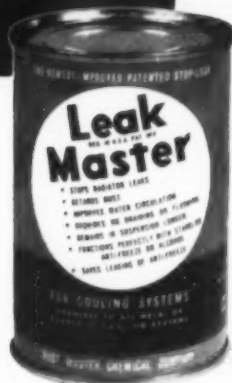
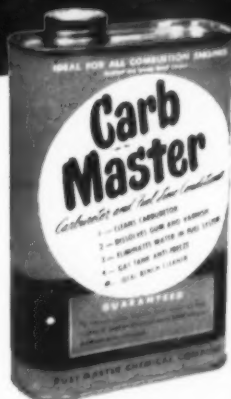
### HERE'S HOW IT WORKS . . .

When You Order 6 . . .

You Get ONE FREE!

- |                                 |                                |
|---------------------------------|--------------------------------|
| 1) You Pay for 5 RUST MASTER —  | You Get ONE RUST MASTER FREE!  |
| 2) You Pay for 5 LEAK MASTER —  | You Get ONE LEAK MASTER FREE!  |
| 3) You Pay for 5 SLUDG-MASTER — | You Get ONE SLUDG-MASTER FREE! |
| 4) You Pay for 5 CARB MASTER —  | You Get ONE CARB MASTER FREE!  |
| 5) You Pay for 5 ASSORTED —     | You Get ONE LEAK MASTER FREE!  |
- Offer Works on any Multiple of 6!

NO FUSS  
NO MUSS  
JUST POUR  
NO MORE



PRODUCTS WORK WHILE YOU RIDE

**Chemical Company**  
Mfg. Chemists

56 CREIGHTON ST., CAMBRIDGE, MASS.

THE SILENT PARTNERS OF MOTOR EFFICIENCY



\*IMPORTANT: This Special 6 for 5  
Deal is good only from  
March 1, 1955 to May 31, 1955.



**EVERYBODY'S**

**THE**  
*StyleMaster*  
**KAR-RUGS**  
*by Rubbermaid.*

**the NEWEST, hottest  
auto accessory in years!**

**CONTOUR DESIGNED**

The newest idea in  
complete floor pro-  
tection of all cars.

**RICH COLORS**

Beautiful for today's  
modern car  
interiors.

**ALWAYS  
STAY PUT**

No slipping or  
sliding—special  
under-design keeps  
mats in place.



# GETTING ON THE BANDWAGON!



Full color pictorial box sells  
**STYLEMASTERS** on your  
 counters, shelves, in window  
 — anywhere car owners can  
 see this attraction.

Free window-wall poster with Starter Set

Introduced for the first time at  
 the December A.S.I. Show, StyleMasters were  
 an outstanding success. Orders are pouring  
 in — repeat orders — and repeat orders —  
 indicating tremendous car owner reception.

**SET No. 8465** — Contains one StyleMaster each for driver  
 and passenger sides. Available in 7 Holiday Colors —  
 red, blue, green, yellow, black, tan,  
 grey. Packed 3 to carton. Popular  
 new **STARTER ASSORTMENT  
 PACK** — contains one each, red,  
 blue, green, yellow, black, plus  
 attractive window and wall poster.

**RETAIL**  
**\$6.95**  
**PER SET**

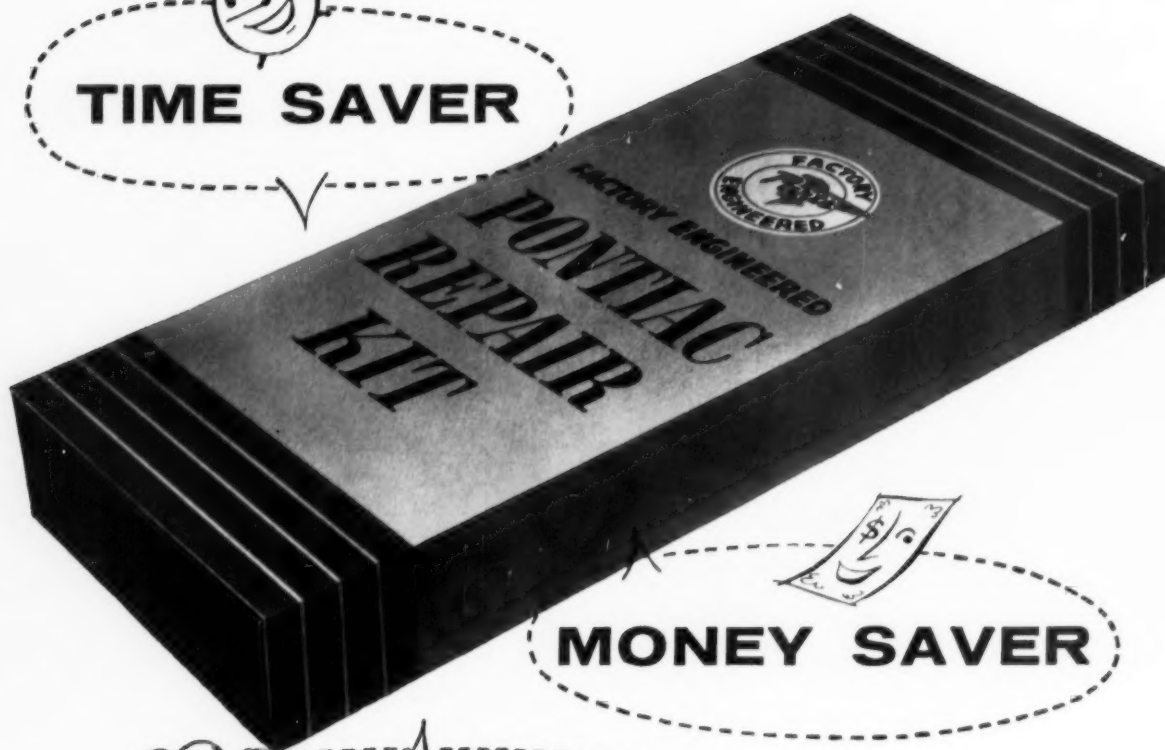
## CALL YOUR JOBBER or send coupon

Mail to — **THE WOOSTER RUBBER CO., WOOSTER, OHIO**  
 PLEASE HAVE MY JOBBER SUPPLY ME WITH  
 THE FOLLOWING STYLEMASTER KAR-RUGS:

QUANTITY NO. 8465 SETS							TOTAL
RED	BLUE	GREEN	YELLOW	BLACK	TAN	GREY	
QUANTITY — STARTER ASSORTMENT PACKS — 5 sets — con- tains 1 red, 1 blue, 1 green, 1 yellow, 1 black . . . and banner.							

Company \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_  
 My Jobber is \_\_\_\_\_

**TIME SAVER**



**MONEY SAVER**

**TROUBLE SAVER**

*...and customer saver, too!*

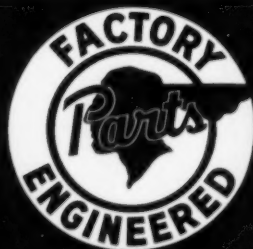
Everything it takes to do the job—from major parts to nuts and bolts—all in a single package.

Pontiac repair kits save time, money and trouble, because there's no time lost in reworking, no need to compromise with substitute emergency parts. And your customers are assured of original Pontiac performance, dependability and economy with Pontiac Factory Engineered Parts Kits.



*Pontiac repair kits are available for scores of different, most-demanded service jobs. They're readily available at your nearby Pontiac dealer—and priced to protect your profit!*

**Pontiac**



**Parts**

PONTIACS  RUN BETTER ON  PONTIAC PARTS





● The jobbers who sell Monmouth\* bearings always have what you want when you want it. They have the most complete stock of *active* parts in the business.

Moreover, Monmouth bearings are made by the same men in the same plant that make most of the bearings originally installed in engines.

Because the Monmouth line solves the two most

pressing problems faced by service men... immediate availability and perfect fit... you can speed every bearing job through your shop by using Monmouth bearings. You can give better service, faster service and more profitable service.

Next time you need a set of bearings, call your nearby N. A. P. A jobber. You'll get the kind of service that keeps your shop humming.

\*The words Monmouth, Clevite and Micro are registered trade marks of Clevite Corporation.

# Monmouth

TRADE MARK

## ENGINE BEARINGS

Clevite Service  
The Cleveland Graphite Bronze Co.  
Division of Clevite Corporation, Cleveland, Ohio, U. S. A.



*Your  
NAPA Jobber  
is a Good Man  
to Know!*

## More News Briefs

(Continued from page 180)

### More "Horses" Predicted In Next Four Years

**H**ORSEPOWER in low-priced cars will increase as much as 30% within the next three or four years and will climb proportionately in the luxury class, predicted V. R. Raviolo, Ford Motor Co., at the

lubrication committee meeting of the American Petroleum Institute.

A fuel of 100 octane will be needed because a large number of cars will have 10-to-1 compression ratio and possibly 12-to-1, he said, which may result in a single grade of gasoline by 1960 or 1962.

"Probably by 1965 the gas turbine engine will be in production in the lower volume specialty car field," he forecasted. "This field will be used to develop production techniques, to test the market and to prove it in practice before a

major production commitment is made." Then within a few years, "the major portion of automotive engine production will be of the gas turbine variety."

"The important part of an automobile with a gas turbine engine will be the high-speed reduction gears with high tooth loadings and high-speed bearings. The gear case will probably be separate from the main engine oil system in order to separate out lubricating problems."

### January Used-Car Sales Drop 2.9% in South

**S**ALES of used cars in the South declined 2.9% in January from December, but sales throughout the nation increased 9.4%, according to the National Used-Car Dealers Association.

Area reports indicated that in the Midwest, including Kansas and Missouri, January sales upped 4.7% and inventories increased 14.4%. In the Southwest, including New Mexico, Oklahoma and Texas, sales were up 2.6% and inventories up 12.8%.

Inventories in the South increased 8%. States include Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Maryland, Mississippi, North Carolina, South Carolina, Tennessee, Virginia, West Virginia and the District of Columbia.

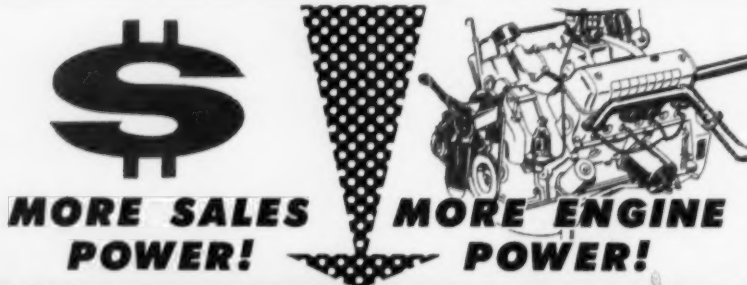
### Oklahoma Dealers Conduct Five Regional Meetings

**A** SERIES of five zone meetings of the Oklahoma Automobile Dealers Association are underway with the Northwestern group scheduled to gather on March 22 at the Youngblood Hotel in Enid and the Northeastern meeting to be at the Mayo Hotel in Tulsa March 29.

The Southwestern zone met in Lawton Feb. 15, the Central zone in Oklahoma City on Feb. 24 and the Southeastern at McAlester March 8.

### Newton of Chattanooga Dies

Emmett Stanford Newton, 67, president of Newton Chevrolet in Chattanooga, Tenn., died in February after an illness of several months. He entered the automobile business as co-owner of Hardwick Buick Co., selling his interest in 1924. In 1929 he bought Couch-Jones Chevrolet, which he operated as Newton Chevrolet thereafter.



with *Grand* **DUAL EXHAUST SYSTEMS**  
**The Complete Line Of The Automotive Industry**  
**The Quality Line — A Dual System**  
**Guaranteed To Fit Every V-8 Powered Car**

- \* UP TO 20% INCREASE IN HORSEPOWER
- \* FASTER ACCELERATION
- \* LOWER BACK PRESSURE
- \* 8 TO 17% INCREASE IN GAS MILEAGE
- \* SMOOTHER IDLING
- \* GUARANTEED FIT
- \* DESIGNED FOR TODAY'S POWER-EQUIPPED CARS

DUAL SYSTEM	DUAL HEADER SYSTEM	Make Automobile	Dual System	Dual Header System
DUAL SIDE HEAD PIPE	EXHAUST HEADERS	Buick	V-8 1935-55	
ORIGINAL EXHAUST PIPE	HEADER EXTENSIONS	Cadillac	V-8 1950-51	1950-51
TWO GRAND MUFFLERS	TWO GRAND DUFFLERS	Chevrolet	6	1941-55
ORIGINAL TAIL PIPE	DUAL SIDE TAIL PIPE	Chevrolet	V-8 1955	
DUAL SIDE TAIL PIPE	ORIGINAL TAIL PIPE	Chrysler	V-8 1951-55	
		De Soto	V-8 1952-55	
		Dodge	V-8 1953-55	
		Ford	V-8 1935-55	1937-55
		Lincoln	V-8 1949-54	1949-54
		Mercury	V-8 1939-55	1939-55
		Oldsmobile	V-8 1949-55	1949-55
		Plymouth	V-8 1955	
		Pontiac	V-8 1955	
		Studebaker	V-8 1951-55	1951-52

**Also Available** . . . a complete line of Dual Exhaust Header Systems for most V-8 powered cars and Chevrolet . . . Factory Duplicate Rear Outlet Manifold Duals for Ford and Mercury 1952-55.

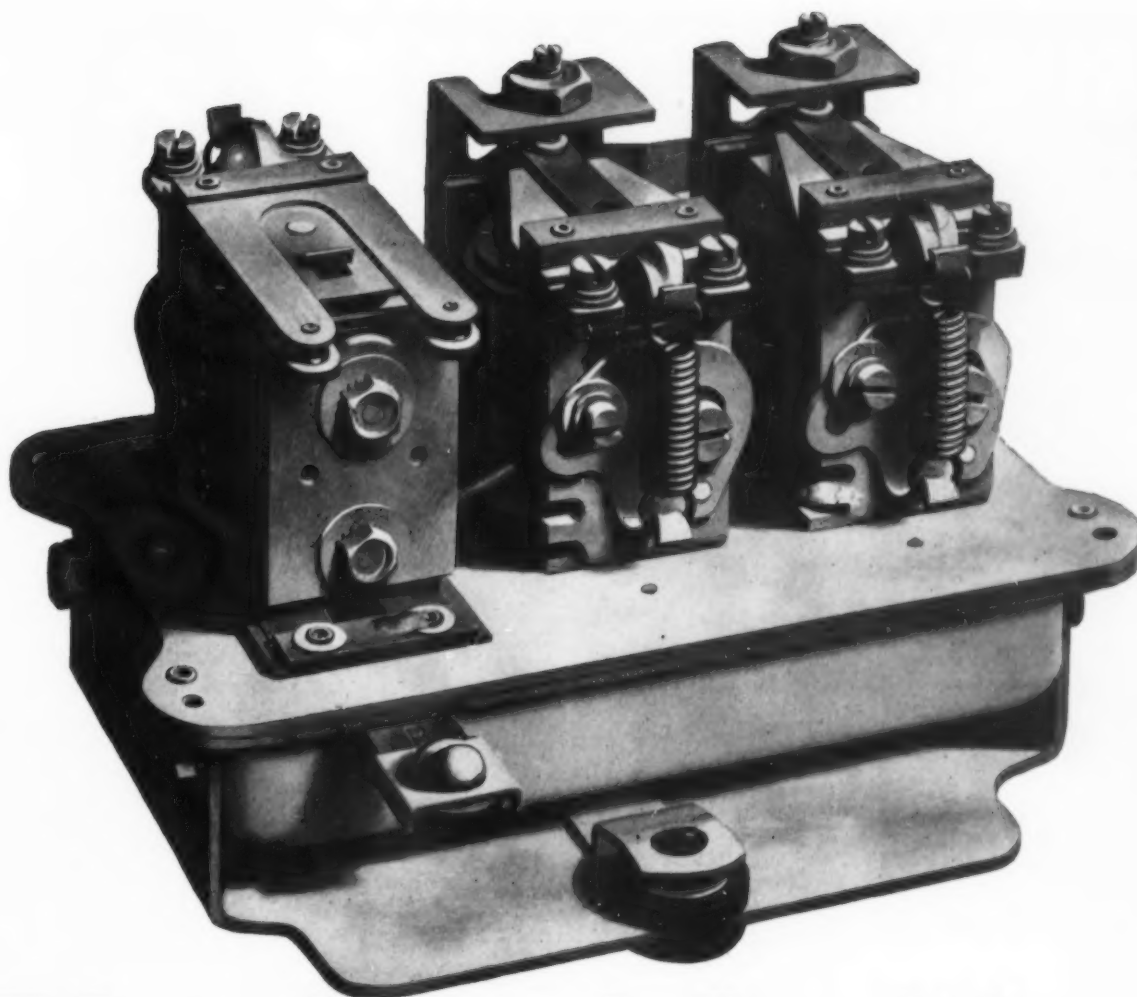


*NEW Grand*  
**Quiet-tone FIBERGLAS\* PACKED MUFFLERS** with low, mellow tone. First Fully Engineered Fiberglass\* Packed Mufflers.

**Also Available** . . . a complete line of Grand-tone High Efficiency Steel Packed Mufflers.

\*Fiberglass (Reg. U. S. Pat. Off.) is a trademark of the Owens-Corning Fiberglass Corp.

*Grand* **AUTOMOTIVE PRODUCTS**  
 2055 RUBY STREET • MELROSE PARK, ILLINOIS



# Blue Streak Ignition is better for your business



**SEE YOUR  
BLUE STREAK  
JOBBER**

39,000 top ignition men agree: Blue Streak ignition parts are sturdier; they last for more miles; their performance spurs your customer to tell his friends, "Great mechanic that Joe". We build your "reputation insurance" into our parts. For an example, take a look at the heavy-duty construction of the **BLUE STREAK VOLTAGE REGULATOR**.

**"KING SIZE" PARTS** for greater stability of performance, thousands of extra miles of life.

**SIMPLE, ACCURATE ADJUSTMENT** due to eccentric cams. You get micrometer spring tension settings at a turn of your screw-driver.

**TWO CONTACTS ON CUTOUT ARM** eases current burden, minimizes contact burning, lengthens regulator life.

**UNIQUE COVERED BOTTOM** protects vital resistance units from damage due to shock, moisture.

**STANDARD MOTOR PRODUCTS, INC.** Long Island City 1, N. Y.

# GENERAL TIRE OFFERS



## One of the most complete Channel Catalogs ever assembled

Just off the press! Here is the latest and most complete information available today on the selection and application of quality channel. Over 16 pages of practical buying information on General Tire channel is presented in easy-to-use, quick reference style.

Order your free copy on the coupon below

**THE GENERAL TIRE & RUBBER COMPANY**  
INDUSTRIAL PRODUCTS DIVISION  
WABASH, INDIANA

**NATIONAL SALES  
REPRESENTATIVE  
RUBBER PRODUCTS  
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Rubber Products Company SJ-3-55  
5402 Chester Ave. • Cleveland 3, Ohio  
Send free catalog on your glass channel.

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Company \_\_\_\_\_  
Street \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_



The Automobile Manufacturers Association has chosen James J. Nance (shown here), president of Studebaker-Packard Corp., as president to succeed the late George W. Mason of American Motors, who headed the organization for nine years. George W. Romney, president of American Motors, succeeded Nance as treasurer.

## Standardize Dipsticks, Say Petroleum Men

**D**IPSTICKS in modern engines are a source of confusion and irritation to service station workers and the public alike because of the extreme variety in markings and the difficulty of seeing the oil level when the film is thin and clear, stated C. W. Georgi, Quaker State Oil Refining Corp., at a recent meeting of the lubrication committee of American Petroleum Institute.

Many engines are over- or under-supplied with oil because of dipstick variance, he said, and an engine which is over-filled will very often develop high consumption, reflecting unfavorably on both the oil marketer and the car manufacturer. Georgi suggested that the committee present an official recommendation to the SAE for uniformity.

## Auto-Lite Bumper Plant Completes Expansion

**A** \$2,000,000 expansion and modernization program at The Electric Auto-Lite Co.'s Sharonville, Ohio, bumper plant has been completed and the plant is now in full operation, according to C. L. Lancaster, vice-president and plant manager.

The improvements, which have increased daily production to as high as 12,000, were inaugurated to permit straight line production and total automation of some work.



# DUST FREE ENAMEL SURFACE in 10 to 15 minutes!



## THE MOST IMPORTANT ADVANCEMENT SINCE LACQUER

- 1 **NOW**—a surface that dries dust free in 10 to 15 minutes . . . with R-M Permax and R-M Enamel Reducer (S-30 ER-59) . . . **THE MOST IMPORTANT ADVANCEMENT SINCE LACQUER.**
- 2 **QUICKLY FREE** your spray booth for the next paint job and turn out more jobs per day.
- 3 **SAVE WEAR** on compressor machinery . . . because the new R-M enamel combination allows use of much lower air pressure. Use only 40 to 45 pounds, yet operating speed is increased with *practically no paint waste* from overspray.
- 4 **MORE PROFIT** from increased paint mileage per gallon.
- 5 **GAIN** remarkable all-weather control and stop worrying about orange peel!

**RINSCHED-MASON COMPANY**



5935 MILFORD AVENUE, DETROIT 10, MICHIGAN  
1244 N. LEMON STREET, ANAHEIM, CALIFORNIA  
In Canada: 845 Wyandotte St. W., Windsor, Ont.

*Manufacturers of passenger and commercial car lacquers, enamels, primers, surfacers, tinting colors, thinners, removers, rubbing compounds, etc.*

## Inter-Industry Safety Names Four Members

**T**HE Inter - Industry Highway Safety Committee has appointed four new members, A. vanderZee, chairman and a vice-president of Chrysler Corp., announced.

N. K. VanDerzee, vice-president, Hudson Motor Car Division of American Motors, is a new representative of the automobile manufacturers.

Representatives of the National Automobile Dealers Association are

Frank H. Yarnall, Chicago, Ill., president; Carl E. Fribley, Norwich, N. Y., first vice-president, and Roland Hughes, Jonesboro, Ark., chairman of the public relations committee.

Continuing to serve as NADA representative is Charles C. Freed, Salt Lake City, Utah, immediate past president and vice-chairman of the committee.

Other representatives of automobile manufacturers serving on the committee are: W. F. Hufstader, vice-president, General Mo-



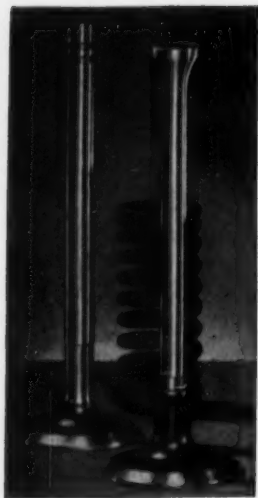
The South Carolina Dodge Dealers Association was awarded a special citation as a line group entry in the 1954 public relations competition sponsored by the National Automobile Dealers Association. Presentation was made by Walter B. Cooper (left) of Fort Collins, Colo., chairman of the NADA public relations committee. It was accepted for the state association by J. E. Parker of Aiken, president of the line group.

# "MANLEY VALVES

*....win and hold  
satisfied  
customers,"*



says Albert E. Duncan, Duncan Auto Supply Co., Inc., Fort Worth & San Antonio, Texas.



"We have sold the full line of Manley Airchrome Valves for ten years in both our stores—and Manley only. Each year our business has grown and we don't know what valve trouble is." Everybody profits more with Manley Parts. Ask for name of local jobber. Manley Valve Corp., 1523 Fairmount Ave., Philadelphia 30, Pa. District Sales Representatives: J. S. Connell Co., Dallas, Texas; Lawrence M. Hirsig Co., Jacksonville, Fla.

*New catalog sheets available,  
listing many new numbers.*

*... supplier to leading original equipment manufacturers*

## MANLEY Valve Parts

VALVES • SPRINGS • GUIDES—and TIMING CHAINS

tors Corp.; A. vanderZee, and Walker A. Williams, vice-president of sales and advertising, Ford Motor Co.

Tire manufacturers' representatives are J. A. Hoban, vice-president of replacement sales, B. F. Goodrich Co.; L. A. McQueen, vice-president in charge of sales, General Tire and Rubber Co.; H. D. Tompkins, vice-president, Firestone Tire and Rubber Co., and R. S. Wilson, vice-president, Goodyear Tire and Rubber Co.

## January Factory Sales Top All Januarys

**M**OTOR vehicle factory sales in January were the highest for that month in the history of the automotive industry, the Automobile Manufacturers Association said Feb. 26.

The month's total of 726,108 car, truck and bus sales was more than 100,000 units above the previous January record of 606,833, set in 1951, and nearly 175,000 units above the January, 1954, figure.

Passenger-car sales for the month reached 636,242. Truck and motor coach sales totaled 89,866.

January sales were down slightly from the previous month's 766,169, which set an all-time record for December.

REPAIR KITS & PARTS

HYDRAULIC BRAKE HOSE

STOP LIGHT SWITCHES

SLATED FOR SATISFACTION AND PROFITS

MASTER  
**M**  
SERVICE PARTS

**HYDRAULIC  
BRAKE  
CYLINDERS and PARTS**

for all popular cars and trucks

MASTER CYLINDERS

WHEEL CYLINDERS

Depend on the complete lines of these other famous MASTER parts  
BALL & ROLLER BEARINGS • DRAG LINKS • WATER PUMPS • KING BOLT SETS • COIL SPRINGS • FUEL PUMPS • TIE ROD ENDS

**FREE!** Easy-reference BRAKE CYLINDER & PARTS CAR APPLICATION CHART. Big 22 x 35 wall chart shows part numbers for all cars and trucks.

## MASTER PARTS DIVISION

AIRTEX PRODUCTS INC.

FAIRFIELD, ILLINOIS

## Finance Executive Rude Deplores Profitless Practices of Dealers

**N**O GROUP of retail merchants in the United States is in a more favorable position than automobile dealers, yet some of them persist in pursuing unhealthful sales practices which create "profitless prosperity."

"Giveaways" and "\$1 down sales" were scored particularly Feb. 28 by Alan G. Rude, senior

vice-president of Universal C.I.T. Credit Corp., in an address before the 18th annual convention of the Louisiana Automobile Dealers Association in New Orleans.

Rude, whose company has financed about 15,000,000 cars — one tenth of the industry's entire output—in the last 40 years, forecast a constantly expanding car



Vice-President Rude



# SPRING DEAL!

**Extra Profits for YOU!**

**Order 12 cans of any Warner Products—pay for only 11 cans—one can is FREE! Offer expires April 30, 1955. Order from your supplier now!**



A clean cooling system stops trouble. Make extra profits this spring. Offer your customers **WARNER RADIATOR CLEANER**.



Prevent rust, corrosion, scale. Stop water pump squeaks. Offer every customer **WARNER COOLING SYSTEM PROTECTOR**.



Famous over 30 years. The one way for immediate, easy repair of all cooling system leaks. Sell the leader—**WARNER LIQUID SOLDER**.

**Every car that comes over your driveway needs at least one Warner Product**

*Warner*

A FAMOUS NAME IN AUTOMOBILE HISTORY

**WARNER RADIATOR PRODUCTS**

**WARNER-PATTERSON COMPANY**  
920 S. MICHIGAN AVE., CHICAGO 5, ILL.

market. He based this prediction on these major factors: Increasing population, a growing trend to two-car families, the projected huge highway modernization program, and the greater sales appeal being built into new models.

"The average family will purchase in its lifetime a series of cars which, in the aggregate, will exceed the value of the family home," he said. "No other group of retailers in the country is in so favored a position. Yet some dealers have adopted merchandising policies which add up to profitless prosperity.

"You cannot expect the public to have respect for a business which does not develop its own self-respect," he said. "Instead of advertising giveaway programs, \$1 down sales and all the other unhealthy practices being used in so many parts of the country, dealers should institute and maintain a sound and constructive sales program that will safeguard their market and build public respect for themselves and their product. Dealers must establish and stick to sound merchandising principles that will create healthy conditions in the industry."

Rude advised dealers to regard automobile finance companies as a definite part of their merchandising plan.

"The economic justification for companies like ours," he said, "is not only to furnish funds to help the eight out of ten car buyers who must finance their cars, but also to help the dealer sell more cars."

Rude said sales training is a job which is never completed, and he advocated "periodic readjustment" of salesmen to their jobs. He said successful dealers achieve a high absorption of overhead costs from two main income sources—parts and service sales and finance reserves.



# positive performance

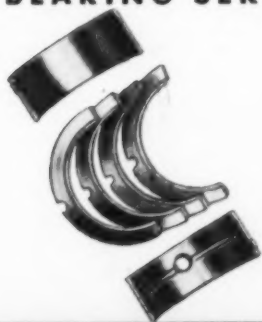


## with the rings you know!

Sure you know CHROME-CONTROL LEAK-PROOF Piston Rings. You know they hug that cylinder wall, keep the oil down and power up. You know they seat quick and do the job right and you also know they give positive performance. You know that because you've heard about them for more than 45 years.

**McQUAY-NORRIS  
BEARING SERVICE**

McQuay-Norris Manufacturing Company, St. Louis 10, Mo.



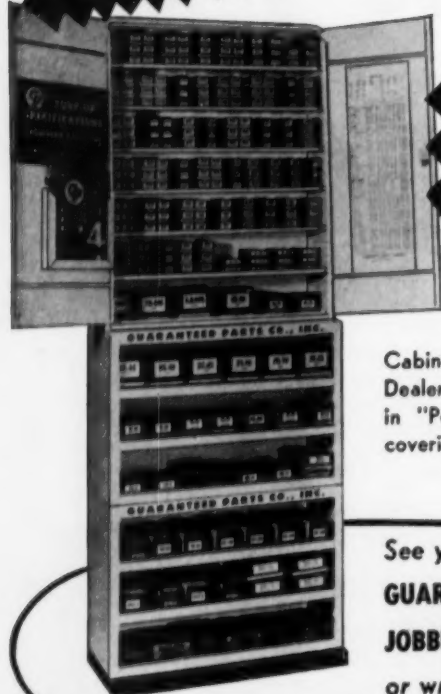
CHROME-CONTROL LEAK-PROOF PISTON RINGS WILL  
OUT-PERFORM ANY OTHER SET IN THE "HARD-TO-  
HOLD" JOBS REGARDLESS OF KIND, DESIGN OR PRICE.



# Attention DEALERS

## NEW "GUARANTEED" Build-a-Stock MERCHANDISER Cabinet

**YOURS FREE!**



- ◀ Sales-Making Display!
- ◀ Convenient Storage!
- ◀ Quick Inventory Check!

With ALL Guaranteed Parts Merchandisers the Cabinets are always FREE to the Dealer. Your entire investment is in "Popular Profit Making" parts covering all 3 systems.

See your  
**GUARANTEED PARTS  
JOBBER** for full details  
or write now to



# GUARANTEED

PARTS CO. INC., Seneca Falls, N. Y.

Ignition Service Parts

The Lincoln Futura, premiered on public highways March 3, is an inch short of 19' long, is 84.6" wide with a wheelbase of 126". It is equipped with a 330hp motor, but since the engine is experimental, displacement, compression ratio and other details are not revealed. Benson Ford, general manager of the Lincoln-Mercury Division of Ford Motor Co., called it "a \$250,000 laboratory on wheels" because, he said, "the Futura is a roadable vehicle. It is much more valuable than an ordinary 'dream car.' We expect to gather a great deal of important engineering data from it and to test public reaction to its very advanced styling."

### Chrysler Names Purdy

Chrysler Corp. has named L. J. Purdy as a special assistant on the staff of C. J. Snyder, vice-president and operating manager, Snyder announced late last month. Purdy was formerly a vice-president of Dodge Division in charge of trucks.

Nash Motors has appointed C. D. Keller as manager of its Atlanta, Ga., zone succeeding A. L. Christian. Roy Abernethy, sales vice-president, announced. Keller, who joined Nash in 1945, was formerly manager of the Boston, Mass., zone. At one time he was assistant zone manager at St. Louis.



# Wash cars in $\frac{1}{3}$ less time!

# NEW DU PONT *SPEEDY*

# *car wash pouch*

MADE OF DACRON\*—Exclusive—Patent Applied For  
Self-Sudsing — Long Lasting — Flush-As-You-Wash!



JUST PUT IN



DU PONT CAR WASH

AND ZIP POUCH SHUT!



CLEANS

EVERY PART

OF CAR WITH FRESH

SUDSING



ACTION: MAKES NEW

SUDS AS IT GOES!



New Du Pont Speedy Car Wash Pouch takes off dirt, grease and grime faster, more profitably! Feeds fresh Du Pont Car Wash suds to each part of the car—loosens stubbornest dirt at one swipe. With hose, operator flushes while washing—once over does the whole car! New Du Pont Speedy Car Wash Pouch is made of long-lasting Du Pont "Dacron"—strong, fast-drying, mildew-resistant. Saves time, saves car wash, makes money for you! Dealer cost \$2.75 \*Reg. trade-mark for Du Pont's polyester fiber.



Better Things for Better Living  
... through Chemistry

**DU PONT NO. 7. PRODUCTS**  
"FROM CHEMICAL RESEARCH... FOR EASIER CAR CARE"

For more information and name of nearest wholesaler stocking this new item, clip and mail to: Du Pont Co., 7010-E Du Pont Building, Wilmington, Delaware.

Please have nearest wholesaler give me more information about Du Pont Speedy Car Wash Pouch.

Name

Address

City  State



Warren Koeching drives the Chrysler 300 with which he won the national speed trial championship of the National Association for Stock Car Auto Racing at Daytona Beach, Fla., making a new record of 127.580 mph on Feb. 22.

## Wreck Responsibility Law Proposed by Floridians

**F**LORIDA is out to bear down heavily on drivers and automobile owners who are responsible for accidents but who won't pay the bills.

One provision of a newly-drafted bill would allow the state to take up both the driver's license and the tags of any motorist involved in an accident who has no liability insurance coverage.

The driver responsible for the accident could get his license and tag back after taking out insurance and paying for damage to the other party. The driver not responsible for the accident could get his back by taking out insurance.

But if either should hold out, the state could keep the tag and license for as long as five years.

The present financial-responsibility law allows only drivers' licenses to be suspended, and this for only a year.

## Chrysler to Construct New Automatic Plant

**C**HRYSLER Corp. will start construction early this spring on a new automatic transmission plant to be located on the outskirts of Kokomo, Ind.

The 800,000-square-foot plant is expected to virtually double the company's present capacity for automatic transmission production.

L. L. Colbert, president, said, "Customer demand for Chrysler Corp. cars with our fully-automatic PowerFlite transmission is so great at this time that we must expand our production facilities substantially to keep pace with the growing popularity of this feature of our cars."

## Chrysler's Gale Addresses SAE

George O. Gale of Chrysler Corp. addressed the Atlanta, Ga., section of the Society of Automotive Engineers on March 7 on "Nuts and Bolts and Nylon Matelasse." Gale is assistant chief engineer with DeSoto.

The **NEW**  
Modern Way  
to Stock Brass  
Fittings is the  
**PANORAMIC**  
Way...



**Picked by thousands of shops across the country because:**

- It saves time and money.
- Every item is in plain view through Glass Door.
- Select the right fitting in a flash.
- Stock can be checked at a glance—costly time-consuming pick-ups avoided.
- It's priced **RIGHT!**
- Contains 224 of only the fastest moving fittings.
- Steel cabinet hangs on wall or bin.

An **IMPERIAL** Jobber near you will be glad to show you this new and better way to stock brass fittings. Ask for his name.

**Cabinet included**

**FREE**  
of extra charge  
to Dealer

... the complete **PANORAMIC** is priced at less than cost of the fittings alone.

**No. 440-F Imperial Brass Fitting Stock complete with 224 parts.**

Ask for Catalog 124

**THE IMPERIAL BRASS MFG. CO.,** 1227 West Harrison, Chicago 7, Ill.  
In Canada: 334 Lauder Ave., Toronto, Ont.

**IMPERIAL**

Brass Fittings • Flexible Lines  
Tube Working Tools • Service Aids  
Shut-Off Valves • Drum Faucets

Visit our booth at the Southwest Automotive Show





Fragments from  
Gokstad War Ship



# unquestionably VIKING!



Viking ship  
from Bayeux  
tapestry



Wood carving  
from Gokstad  
War Ship



Illustrations reproduced  
from "Viking Age",  
Charles Scribner's Sons.

A glance tells even the casual observer that this example of early shipbuilding is unquestionably **VIKING**. To the Viking, shipbuilding was the most honorable of callings and Norsemen achieved a degree of skill unequalled by any other contemporary European peoples. These men of old took a fierce pride in their trading vessels and ships of war . . . a pride borne out by the excellence of their craftsmen.

Today, men in the original equipment and automotive supply replacement industry know that the finest copper tubing for the industry is unquestionably **VIKING**. **VIKING** craftsmen, with the same pride of achievement as their namesakes, work constantly to produce the very finest copper tubing . . . a tubing made to rigid standards of quality . . . a tubing worthy of the name **VIKING**.



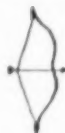
**VIKING** *copper tube co.*  
CLEVELAND 10, OHIO  
PRECISION DRAWN SEAMLESS COPPER AND ALUMINUM TUBING

#### STRENGTH THROUGH ANNEALING



Viking copper tube is annealed with precision uniformity in electric annealing furnaces. The uniform temper insures speedy, efficient, trouble-free fabrication and strength.

#### EASY TO BEND AND FLARE



Whatever the application, Viking copper tube makes the work go faster because it is easier to fabricate. Viking automotive tubing is soft and pliable—can be formed, flared and expanded quickly without danger of fracturing and splitting.

#### COMPACT



Vikings individual carton of tubing cuts overhead. No need for repackaging in a hard-to-find container. Simply attach label and drop in the mail!

## "Mr. Chevrolet of the South" Puts Charleston Franchise in New Home

**C**HARLIE Johnson, "Mr. Chevrolet of the South" for years, is back in the limelight now.

When Fort Sumter Chevrolet dedicated its new building at Charleston, S. C., last month, it was just another milestone in the career of a man who has perhaps been involved in more Chevvy

dealerships than any other man in the South.

Charles F. Johnson resigned as assistant general sales manager of Delco Appliance Division of United Motors and went from Detroit to Charleston on Oct. 21, 1935, to settle in the Southeast.

He bought Bennett Motor Co.,

the Chevrolet dealership, and became president of Fort Sumter Chevrolet which succeeded that firm.

In 1940 he bought dealerships at Conway and Florence, S. C. In 1943 he acquired Twin City Chevrolet at West Palm Beach, in 1945 Southland Chevrolet, Inc., Miami, and in 1947 Beach Chevrolet Co., Miami Beach.

He purchased Southern Chevrolet in Atlanta in 1951 and City Chevrolet, Inc., Charlotte, N. C., two years later. In 1953 he also acquired an interest in Coggin Chevrolet at Nashville, Tenn., and joined with his son, C. F. Johnson, Jr., in buying the Chevrolet dealership at Mobile, now Johnson Chevrolet.

### Fort Sumter Is the Papa

Fort Sumter Chevrolet is the parent organization and has investments in many of the other organizations.

The Florence, Conway, Miami and West Palm Beach businesses have been disposed of.

The Charleston, Charlotte, Atlanta, Mobile and Nashville firms sold at retail 15,372 new and used vehicles in 1954 with a total of more than \$22,000,000 in sales, service and parts volume.

More than 800 people are employed in these organizations.

The new Fort Sumter plant contains about 65,000 square feet of floor area. A 35-foot aluminum pylon, capped with the Chevrolet emblem and floodlighted at night, can be seen a mile down the street.

Johnson's interests, incidentally, have not been entirely automotive. He is a director of the First National Bank, Asheville; owns and operates a large dairy farm near Hendersonville, N. C., and owns Southern Aero, Inc., Atlanta, airplane sales and service operation for the Southeast.

With his son-in-law, R. W. Beveridge, he has financial interests in Utility Truck Corp., New York City, and Utility Truck Distributors, Union City, Ind., makers and distributors of truck bodies for Chevrolet and GMC vehicles throughout the United States and Canada.

The Chevrolet magnate has contributed substantially to scientific research at the University of Miami.

The Johnsons reside at Palm Beach, Fla., and maintain a summer home in Biltmore Forest, near Asheville, N. C.

(More News Briefs on page 203)

## CUSTOMER SATISFACTION...

... FROM HASTINGS REBUILT PARTS  
BRINGS IN MORE PROFITS

Hastings' precision rebuilding insures good performance and customer satisfaction—your key to bigger profits. Be sure for your customers' and your own sake! Try the Hastings line of:

Generators  
Armatures  
Pressure Plates  
Carburetors  
Starter Bendix  
Starters  
Ford  
Distributors  
Clutch Discs  
Fuel Pumps  
Bonded Brake  
Shoes



buy  
through

your  
jobber



Catalogs available to Jobbers only.



## The **PIONEER** Tool FOR INSTALLING VALVE SEAT RINGS

The Biggest  
Seller



THE FIRST . . . and still the MOST POPULAR,  
MOST PRACTICAL, SIMPLEST, MOST UNI-  
VERSAL tool of its kind made.

EVERLASTING . . . the first tools made over  
25 years ago are still in service.



**K.O. LEE CO.**  
ABERDEEN, SOUTH DAKOTA

*If it's made by Lee it's a "Knock-Out"*

## BRAKE CUPS GET **TIRED** TOO!

THIS PACE IS KILLING  
ME. THESE BRAKES  
ARE GETTING SO **H-O-T**  
I JUST CAN'T TAKE  
IT. WHAT'S YOUR  
SECRET?

I'M A TRU-TORQUE SAFETY  
CUP. EVEN THOUGH I'M  
SOFTER AND BETTER SEALING  
MY METAL EXPANDER KEEPS  
ME IN PERFECT SHAPE IN  
SPITE OF **TERRIFIC HEAT**



TRU-TORQUE Safety Cups are supported  
with Metal Expanders to insure positive con-  
tact with cylinder walls at all times. Made  
of high tensile natural rubber for positive  
trouble-free service under the most severe  
conditions.

Sizes  $\frac{3}{4}$ " to  $1\frac{3}{4}$ "

*Ask Your Jobber or Write for Catalog  
and name of our nearest Jobber*

**OTTO-ITEMS, INC.**

4390 Olive Street

St. Louis 8, Mo.

## NEW **Ewing** PORTABLE

### STEAM CLEANER BUILDS PROFITS FAST

OIL BURNING CLEANER MOVES  
EASILY FOR ALL CLEANING JOBS  
AT LOW COST—EXTRA PROFITS



MODEL A-OP

150 Gallons steam per hour.  
80 to 100 lbs. pressure.  
Cold water to steam in 2 minutes.  
NO pre-mixing of compounds.  
Fully automatic controls.  
Bare minimum of moving parts.  
Solution does not pass thru coils.  
Stainless steel combustion chamber.  
Underwriters' approved burner.

Quickly and easily you roll the Ewing Model A-OP  
steam cleaning machine from one job to another to  
clean motors, chassis, heavy trucks and trailers faster  
than ever. No need—now—to turn down profit making  
jobs!

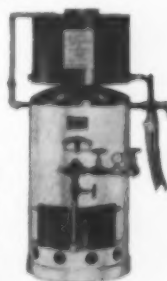
Portable Model A-OP also furnishes abundant  
warm water to quickly, safely clean waxed finishes;  
Huge volumes of steam cleaning solution for really  
tough cleaning jobs, motors, chassis, parts. For safer  
working conditions you can easily clean pits, walls,  
racks, floors and drives.

Fully automatic controls make the Ewing Model  
A-OP the safest, most profitable cleaner to use on all  
cleaning jobs. Ask for details, today!

### STATIONARY LOW COST MODEL C

80 Gallons Steam per Hour  
Operates on Any Type Gas

Especially designed for the opera-  
tor who needs a low cost, high  
quality steam cleaner that is de-  
pendable. Model C provides lots of  
warm water or plenty of steam  
cleaning solution. Fully automatic  
controls make it safe for anyone to  
operate.



GAS OPERATED  
MODEL "C"  
STATIONARY

LARGER MODELS AVAILABLE

JOBBER INQUIRIES INVITED

For BEST results use Ewing Compounds in ANY Steam Cleaners!

**EWING MANUFACTURING CO.**

Established 1924. America's most complete line of  
dependable Oil and Gas operated steam cleaners.

2545 N. W. 10th

Box 875

Oklahoma City, Okla.

Ewing Mfg. Co., Box 875, Oklahoma City, Okla.

RUSH details of the New EWING Model A-OP ☐ Portable  
steam cleaner: Stationary Model "C" ☐ Gas burning cleaner,  
without obligation.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_

# GENERAL ELECTRIC PUTS DRIVE BEHIND NEW G-E



## *All-Weather* HEADLAMP Advertising Calendar

1955

APRIL

MON	TUE	WED	THU	FRI	SAT	SUN
PROGRESSIVE FARMER APRIL	POPULAR SCIENCE APRIL		JANE FROMAN TV SHOW APRIL 7		POPULAR MECHANICS APRIL	SATEVEPOST APRIL 9
ELECTRICITY ON THE FARM APRIL	4	LOOK APRIL 19	JANE FROMAN TV SHOW APRIL 14	7	COLLIERS APRIL 15	
11	12	13	14	15	16	
17	18	19	20	21	22	23
24	25	26	27	28	29	30
				BETTER FARMING APRIL		

6 weeks of advertising starts a Spring full of profits!

1955

MAY

1955

MON	TUE	WED	THU	FRI	SAT	SUN
POPULAR MECHANICS MAY	POPULAR SCIENCE MAY		JANE FROMAN TV SHOW MAY 12	JANE FROMAN TV SHOW MAY 5		
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21



# ALL-OUT ADVERTISING

## *All-Weather* HEADLAMP

**Revolutionary G-E headlamp makes night driving safer than ever before**

- opens way to replacement of headlamps before they burn out
- leads to sale of headlamps in pairs instead of one at a time

THE new General Electric *All-Weather* Headlamp that helps motorists see through fog, rain and snow, lets them see up to 80 feet more road ahead on clear nights, too, will bring you the biggest spring sale of headlamps you've ever had. Never before have you had such a natural sales-maker. Never before have you been backed by such a powerful advertising campaign.

General Electric is packing 6 successive weeks with advertising to kick off its promotion to help you sell G-E *All-Weather* Headlamps. Not just one at a time but in *pairs*! Not just to cars with burnouts but to *every* car, new or old.

**WE TELL 'EM — YOU SELL 'EM.** The promotion calendar at left gives you an idea of the size of this campaign. National magazines and coast-to-coast TV tell your customers about the new G-E *All-Weather* Headlamp. It's a safety story so important it will pay off in bigger headlamp volume than you ever thought possible.

**EVERY CAR YOU SERVICE IS A PROSPECT.** When a motorist drives in with a burned out headlamp, you can easily sell him a *pair* of replacements by pointing out all the safety

advantages and low cost of General Electric *All-Weather* Headlamps. And cars with blackened inner bulbs, moisture inside headlamps, cracked lenses, deteriorated reflectors, give you another natural opportunity to sell a *pair* of the new headlamps. Remember, motorists get all the extra safety of G-E *All-Weather* Headlamps only when they have both old headlamps replaced.

Cars with headlamp troubles are not the only hot prospects! By displaying G-E *All-Weather* Headlamps in your windows and telling every customer about them, you'll sell pairs to owners of new and old cars alike *before* their headlamps burn out.

**DON'T MISS THE OPPORTUNITY!** We're doing all we can to help you skyrocket your headlamp business. Make the most of it. Feature G-E *All-Weather* Headlamps and get your share of this brand new... and profitable market.

### Order your supply NOW!

Lamp No.	Voltage	List Price	Case Quantity
3040	6	\$1.80	8
5400	12	\$1.90	8

Already approved by  
44 of the 48 states.

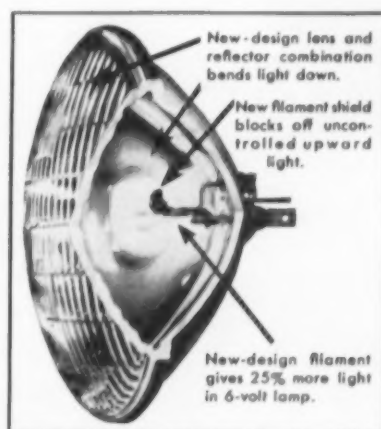
**For safer night driving**  
**night driving in fog, and clear weather**

**HEADLAMPS**  
BETTER SEEING IN FOG, RAIN, SNOW, DUST AND IN CLEAR WEATHER

**GE ELECTRIC**

**FREE DISPLAY MATERIAL**  
With your order of G-E *All-Weather* Headlamps you get a display piece and banner for counter and window. An 8-page brochure gives you further sales tips, shows how to aim the new lamps. Check your G-E lamp supplier today.

*Put in a pair today. See the difference tonight.*  
GENERAL ELECTRIC



**GENERAL  ELECTRIC**

**D&T**  
ENGINEERED

... For A  
*Smoother Ride*  
... For More Profits

**SELL D&T COIL SPRING  
STABILIZERS**

MOLDED  
OF HIGH  
QUALITY  
RUBBER



ALL D&T  
STABILIZERS  
ARE LICENSED UNDER PAT. NO. 2,230,340

**TURNER Manufacturing Co.**  
KOKOMO, INDIANA, U.S.A.

SEE YOUR JOBBER OR  
WRITE FOR LITERATURE




## STOP OIL PUMPING AND PISTON SLAP

Automotive engineers agree that worn or collapsed pistons must be expanded from the inside by exerting constant pressure against the inside of the piston. WHERRY MASTER RECAMS is the accepted, time-proven, scientifically correct method of re-camming pistons. They stop oil pumping, piston slap and motor noise. Easily installed—without removing pistons in most cases.

Include MASTER RECAMS in every over-haul job

See the WHERRY exhibit  
SOUTHWEST AUTOMOTIVE SHOW—Booth 283

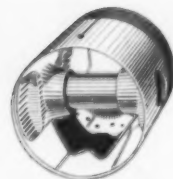
## WHERRY fast OIL CHANGER

With the WHERRY MINIT DRAIN you can drain a crankcase in 1½ minutes. It's easier, faster and cleaner. No air hoses—no electric wires. Five turns of the crank and the oil begins to flow from crankcase through transparent cylinder so customer can see condition of the oil in his car. Helps sell oil-change service, new filter or cart-ridge.

**\$74.50**

f.o.b. St. Louis

**WHERRY ENGINEERING CO.,**  
3229 Morganford Rd. ST. LOUIS 16, MO.



60c EACH



It's **EASY** to keep your floors  
**FREE** of SLIPPERY OIL SPOTS

with **Oil-Dri**  
**ABSORBENTS**



the modern, economical oil and grease absorbents that keep your floors dry, clean and safe, and reduce maintenance costs.

**CHECK THESE ADVANTAGES:**

- Easy to use—Economical
- Reduce slipping hazards
- Reduce fire hazards
- Improve floor conditions
- Reduce insurance penalties
- Improve working conditions
- Improve floor housekeeping

SOLD ONLY THROUGH AUTHORIZED WHOLESALERS

**Oil-Dri Corporation of America** 520 N. Michigan Ave. Chicago 11, Illinois

WRITE TODAY FOR FREE  
30-SECOND DEMONSTRATION.

For your **OWN** Protection,  
**RECOMMEND**

The finest replacement  
cores made for passenger  
cars, busses, trucks, tractors  
and industrial equipment.

— And for easier, faster radiator repair service  
also use Lake Shop Tools and Supplies. Write for  
free Supply Catalog today!

Our latest Core Catalog includes 1952, 1953 and 1954 models.

**LAKE AUTO RADIATOR**  
5005 Euclid Avenue • Cleveland 3, Ohio  
Branch: 2115 E. 75th St. • Los Angeles 58, Calif.

**GUARANTEED**

Genuine  
**LAKE**  
CELLULAR-TUBULAR  
RADIATOR CORES

**Mail Coupon Today**

**ARE YOU READING SOMEBODY  
ELSE'S COPY OF SAJ...?**

Why not get your own subscription so you can always be sure of seeing each issue... the price is low and it's all good reading.

**SOUTHERN AUTOMOTIVE JOURNAL**  
Department A-11  
806 Peachtree Street, N.E.  
Atlanta 5, Georgia

☐ New Subscription  
☐ Renewal

Enter my subscription to SOUTHERN AUTOMOTIVE JOURNAL for 3 years.

Name \_\_\_\_\_

P. O. Box or  
Street and No. \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

Name of Firm \_\_\_\_\_

☐ Enclosed find \$2.00 ☐ BILL me for \$2.00

## More News Briefs

(Continued from page 198)

### Remove Plastic Material Before Car Delivery!

THE February issue of *Plymouth Product Information News* carried this precautionary note, something which might easily relate to more than just new Plymouths.

The plastic material that covers the seats of new Plymouths delivered to dealers should be removed prior to delivery of the car to the retail customer.

This type material is intended for temporary protection and is not suitable for permanent use as a seat cover. If left on the seat, moisture gathers and causes stains and marks on the upholstery, particularly when exposed to sunshine. During warm weather the material also becomes sticky and unmanageable.

Customer inconvenience and dissatisfaction can be avoided by removing this material before the car is delivered to the new owner.

### Production of Tubeless Is Running High

MORE than three quarters of the passenger-car tires now being produced by United States Rubber Co. are tubeless tires and the proportion is growing daily, Howard N. Hawkes, vice-president and general manager of the firm's tire division, announced March 1.

The greatest single factor behind the decisive swing to the tubeless is safety, he said. They run cooler, are less likely to have blowouts than those with inner tubes, and reduce punctures to a minimum.

He cited another trend, the shift in production from all-black tires to white sidewalls. One half his company's production is now going into the white casings.

### AAA Selects Three Men To Racing Hall of Fame

THE American Automobile Association contest board announced March 6 the election of three racing giants from the 1911-1920 era in automobile history to the Automobile Racing Hall of Fame.

Tommy Milton, now living in Detroit, Mich., Bob Burman and Dario Resta were the only three of some 40 nominees to make the grade this year in the highly selective voting procedure. Burman and Resta are dead.

### Louisiana Wholesalers To Meet April 18

THE Automotive Wholesalers' Association of Louisiana will hold its first semi-annual spring meeting April 18 at the Bentley Hotel in Alexandria.

In making this announcement, R. E. Zerlin of New Orleans Auto Supply Co., president, said that two meetings a year had been among the plans which the directors had had for the association since it was founded. He said it

was felt that two meetings a year would not be needed for several years, but the growth of the group in its first year has now made two meetings desirable.

The meeting will be devoted primarily to association business. There will be several speakers and social activity consisting of a luncheon.

Raymond H. Pope of Baton Rouge is vice-president, Ira C. Dimmick of Lake Charles is treasurer and Guy Campbell of Monroe is secretary.

RATED AMONG THE

# Top Two

in recent important tests  
by a leading consumer testing organization!

Acme Tire Pressure Gauges rated  
among the top two for accuracy,  
readability and ability to "take it" in  
recent important consumer tests! Used  
by leading servicemen everywhere.  
Send for complete catalog No. 1003.



ACME AIRLINER

The 3-in-1 Gauge. Inflates, deflates, gauges. A "must" for all stations.



ACME VALVE CORES

Equal to or better than other leading brands, by independent test!



No. 525

Personal Gauge  
(10 to 40 lbs.)  
1 lb. calibration



ACME RUBBER VALVES

Made of premium quality rubber. For use on natural or synthetic rubber.

# ACME

## TIRE PRESSURE GAUGES

AND OTHER AIRLINE ACCESSORIES

ACME AIR APPLIANCE CO., INC.  
100-120 Hinsdale St., Brooklyn 7, N. Y.



Officers elected at the annual convention of the Louisiana Automobile Dealers Association, held Feb. 28 and March 1 at New Orleans' Roosevelt Hotel, included (l. to r.): J. Alfred Begnaud, secretary; A. DuPre Vaeth, who was elevated from vice-president to the presidency; Glenn Huff, who was moved up from secretary to vice-president, and John O. Hofbauer, who is the managing director.

## Ford Plans to Construct Huge Parts Factory

FORD Motor Co. announced plans March 3 to build a 600,000-square-foot automotive parts manufacturing plant near Sandusky, O.

R. H. Sullivan, vice-president and group executive, said the company is negotiating with the Pennsylvania Railroad to purchase approximately 180 acres as a site for the new plant.

The facility will be a component of the company's Parts and Equipment Manufacturing Division which now operates seven plants in southeastern Michigan and another in Green Island, N. Y.

"When in operation, the Sandusky plant will employ about 2,500 persons, and later production schedules may require additional employees. Parts to be produced by the plant will be announced later," Sullivan said.

Construction work is planned to begin late this spring and the plant would be completed by mid-1956.

The plant, Sullivan said, is the latest step in Ford's \$1,700,000,000 postwar expansion and modernization program. New facilities completed since 1946 have included 16 manufacturing plants, eight assembly plants, 19 parts depots and seven engineering buildings. Construction is under way on 14 additional projects.

## Kentuckians Meet in August

The annual convention of the Kentucky Automobile Dealers Association will be held August 28-30 at Kenlake Hotel, Hardin, Managing Director Lew Ullrich announced this month.

## North Carolinians to Convene

The annual convention of the North Carolina Automobile Dealers Association will be held May 5-7 at the Carolina Hotel at Pinehurst, Mrs. Bessie B. Ballentine, executive secretary, announced.



*Tests Prove:*

**CAMEL**  
Vulcanizing  
Patches

*Best to Repair Tubeless Tires*

**25,000 MILES!**

All known methods of repair have been road tested—and CAMEL Patches have "held their own" in all tests—over 25,000 miles, long, all run of them all, and still going strong.

More than two years ago tests of various methods of repairing tubeless tires were started at the Egan plant. The method of repair illustrated below was proved best in actual road tests.

**Be Safe . . . Be Sure!**

FIRST remove tire from wheel. There is no short cut to positive certainty of extent of injuries to the tire. Then repair with a CAMEL Vulcanizing Patch for proved results and greatest customer satisfaction. Here's how—



1 After removing tire from wheel, examine thoroughly and remove injuring object. Buff thoroughly around area with strong wire buffer.



2 Place a regular CAMEL Vulcanizing Patch over injury. Use the same CAMEL Patches in the same familiar way as when repairing an inner tube. (If injury is more than 1/4", it may be necessary to add tube gum, or compound from a CAMEL Tire Gun, to fill the injury.)



3 Center CAMEL No. 77 Clamp (which has a fixed spider) over patch. Tighten clamp, light fuelboard. It's that simple! We recommend materials illustrated at right. Use them and be sure . . . every time.



*"The CAMEL Method Is The Proved Method."*

**H. B. EGAN MANUFACTURING CO.**  
MUSKOGEE, OKLAHOMA      TORONTO, CANADA



Now from Martin-Senour  
a new white primer-sealer-ground coat  
that will help you

# match to a

**THOSE POPULAR, TRICKY  
PASTEL SHADES!**

Tough problem? You're darned right! Hundreds of delicate subtle pastel automotive colors and more coming! A king-size headache for the refinisher if he hasn't got the right materials!

Months ago, sensing the eager public acceptance of these smart pastel shades, Martin-Senour started intensive laboratory research to create an answer to the problem of matching these light tricky colors.

Now, we can offer you No. 6249 MODERN WHITE P.S.G. COTE to be used directly under off whites and to be tinted with Martin-Senour lacquer tinting colors when used under pastel greens, grays, blues, etc.

We sincerely believe this new Primer-Sealer-Ground Coat to be superior to anything on the market.

**USE:**

As a metal primer, as a sealer over old lacquer and old enamel finishes, and as a proper ground coat for lacquer finishing materials. May be tinted up to 5% with M-S Lacquer Tinting Colors. Tinting to the approximate shade of the color coats gives savings in time and money—as well as guaranteeing the best possible color matches.

**ADVANTAGES:**

Performs all the above functions simultaneously. Greatest adhesion, flexibility, and toughness.

**REDUCTION:**

As Primer—Apply one light coat.

As Sealer—Apply one medium coat.

As Ground Coat—Apply one solid coat of appropriate color over properly prepared surface.

Allow 30 minutes to one hour drying time before applying finish coats. Do not sand—except lightly with 400 paper to remove grit.



**MARTIN-SENOUR PAINTS**

2520 South Quarry Street, Chicago 8, Illinois

## Auto-Lite's Earnings Drop Sharply in '54

**C**ONSOLIDATED net earnings of The Electric Auto-Lite Co. for 1954 amounted to \$714,184, or 45 cents per share on the 1,600,990 common shares outstanding on December 31, 1954, it has been announced by James P. Falvey, president.

This compares with \$10,567,391 for 1953, or \$6.73 per share on the 1,569,598 shares outstanding December 31, 1953.

Net sales for 1954 amounted to \$197,048,855, compared with \$285,000,929 for 1953.

The 1954 earnings were arrived at after applying a carry-back tax credit of \$2,950,000 for federal income taxes.

Falvey stated that the upward trend in volume of sales beginning in December, 1954, has continued into 1955 at a rate approximately 50% higher than a year ago.

The board of directors has declared a quarterly dividend of 50 cents a share, payable April 1.



Advancement of K. C. Deacon to be vice-president of Dodge and general manager-trucks was announced Feb. 28 by L. L. Colbert, president of Chrysler Corp. He is in complete charge of both manufacturing and selling Dodge trucks. Deacon had been operating manager of the truck plant in Detroit since September, 1951.

*calling all cars...*

## Spring Cap Inspection



Merchandiser No. MU-600

Radiator cap examination is a necessary part of preparing cars and trucks with pressurized cooling systems for summer... to prevent overheating and water loss. Install the proper Stant EVRSEAL Pressure Cap if the customer's cap is broken, worn, or wrong cap.

## display the new Stant Merchandiser

Simplifies your selling. Inventory at a glance... saves time... stock flexibility. Complete cap business in minimum space. Individually cartoned caps... clearly identified... easy to find. Eye-catching selling display in brilliant Stant colors.

## sell the easy way

This perpetually-working silent salesman has high visibility and helps to remind customers to buy radiator and gas caps. Use two or more units to provide for stock expansion. Write for details... naming your jobber.

STANT MANUFACTURING CO., INC.  
Connersville, Indiana



*Used on America's Finest Automobiles  
as Standard Equipment*

## GM Sets Near-Record In Sales in 1954

**A** YEAR of "outstanding achievement" for General Motors in 1954 was marked by total sales within two per cent of all-time record set in 1953 despite a 29% decline in defense sales, Harlow H. Curtice, president, and Alfred P. Sloan, Jr., chairman of the board, announced March 3 in their annual report.

General Motors' U. S. and Canadian factory sales of car and truck units also approximated 1953 volume.

Net sales were \$9,824 million for 1954. Net income of \$806 million was eight per cent of sales. Earnings on common stock were \$793 million or six per cent of sales.

"Substantial progress was achieved in virtually all areas of the business," the report stated. "Earnings topped any previous year except 1950, and dividends paid out to holders of common stock were the largest since 1950. Employment and payrolls at the year-end were at near-record levels."

The total 1954 GM tax bill amounted to \$1,035 million.

## Battery Men to Convene

Members of The Association of American Battery Manufacturers will meet in Las Vegas, Nev., to hold their annual spring meeting April 26-28, it was announced by Walton R. Smith, association president.

(More News Briefs on page 209)

Join the thousands of other **AUTOMOTIVE RETAILERS**  
who are coming to

# atlanta

to attend the great *Southeast*  
**AUTOMOTIVE SHOW**  
**april 28•29•30, 1955**  
*Lakewood Park*

Anyone affiliated with the Automotive Industry is invited and urged to attend this mammoth Show.

It is seldom you get the opportunity to view and study such an extensive array of manufactured products in the vast Automotive Industry . . . **PARTS — TOOLS — SHOP EQUIPMENT — ACCESSORIES — CHEMICALS — PAINTS** and other Allied Products . . . actually more than a mile of Automotive displays . . . all complete lines and many in actual demonstration.



**SHOW HOURS**  
**1:00 P.M. to 10:00 P.M.**  
**DAILY**



**YOU AND YOUR ASSOCIATES  
ARE EXPECTED TO BE HERE**

*all three days and nights!*

**FOR ANY LUBRICATION JOB  
You'll Do It**

**Better  
for Less**

WHEN YOU USE

**GROVER**

THE KEY TO  
BETTER LUBRICATION

For over a quarter century, Grover products have been designed and equipped exclusively to meet the needs of lube service. That is why you can be assured that each unit of Grover equipment provides the most modern practical features — to serve better and cost you less.

THE COMPLETE LUBE DEPARTMENT  
— WITHIN ITSELF



Model 661-D portable lube cabinet meets demand for economical 2 pump unit in single hoist service department. Equipped with chassis and gear oil lubricators, long hoses, meters and control valves. Has utility and suction-flush hand guns and oilers.

Write for catalog of complete line.

OVERHEAD REELS

Up off the floor and out of the way until needed, GROVER Overhead Reels offer any type of service desired. Model 515 Dual Reel Unit provides chassis and gear oil lubrication — within easy reach. Insuring safety and efficiency.



MODEL 19  
CHASSIS LUBRICATOR

Portable air-operated unit designed for use with original 25-50 lb. containers. Ideal for small lube departments. Has chassis pump, 7 ft. of 1/4" hose with control valve and 3 way swivel.

**GROVER SMITH MFG. CORP.**

850 EAST VALLEY BLVD., SAN GABRIEL, CALIF.

**A ROUGHER  
AND  
FINISHER  
2 in 1**

**WOW!  
3 to 5  
times  
faster**



**COMPLETELY NEW  
DUAL ACTION SANDER**

"You gotta' see it to believe it." Two Way action speeds the job, retards loading of sand paper even on solder or surfacer. Cuts costs up to 80%.

**Easy FOR EVERY JOB**

Dual Action or Straight-Line, electric or air.



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DISTRIBUTOR ROTORS

PEEDEE SAYS:

"You Can't Beat

**PRECISION  
and  
DEPENDABILITY**

And That's What  
**P&D STANDS FOR!"**

CONDENSERS

VOLTAGE REGULATORS

CONTACT SETS

When you come to decide which parts to feature let reputation be your guide.

For over 35 years P & D has been known throughout the industry for Precision in manufacture and Dependability in quality. That adds up to customer satisfaction and more business for you. Look into it!

**P&D MANUFACTURING CO., INC.**

Established 1920

19-02 Steinway Street, Long Island City 5, N. Y.

**New . . . Sinko SPEED-ECTOR**



**AIR SPEED INDICATOR  
... BUG DEFLECTOR  
... BEAUTIFUL  
HOOD ORNAMENT**

**BEST SELLER at AAMA SHOW!**

Always in sight . . . makes for greater safety, keeping motorist aware of car speed. Beautiful in appearance—molded of long-lasting PLEXIGLAS in brilliant, long-lasting Tutone colors.

Point-of-sale material supplied.

**ORDER YOUR SUPPLY NOW!**



**SINKO MFG. & TOOL CO.**

3135 WEST GRAND AVE. • CHICAGO 22, ILLINOIS



## More News Briefs

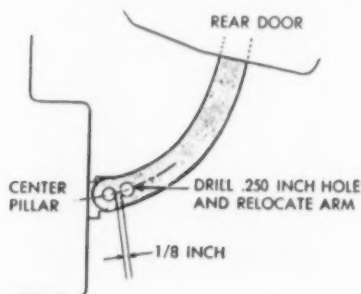
(Continued from page 206)

### When Handling Mouldings On Some Plymouths

THE February issue of *Plymouth Product Information News* included this item:

The rear-door opening of 1955 Plymouth Belvedere four-door sedans equipped with "Sportone" exterior trim mouldings is reduced slightly to prevent the door moulding from striking the center pillar.

If this type moulding is added to a four-door sedan in the dealer's



shop, a  $\frac{1}{4}$ " hole should be drilled in the door check arm approximately  $\frac{1}{8}$ " away from the present location and the arm refastened to the pillar at the new hole.

The new location will reduce the door opening and prevent the door from striking and causing possible damage to the moulding.

### Safety Council Presents GM Its Tenth Award

THE National Safety Council announced March 3 that General Motors had earned its tenth award of honor in recognition of the company's outstanding safety performance in 1954.

Of General Motors' more than 479,000 hourly-rate and salaried employees in the United States, 99.68% lost no working time during 1954 as the result of an occupational illness or on-the-job accident, the council said.

The company-wide accident frequency rate (number of disabling injuries per million manhours worked) in 1954 was 1.53, an improvement of 7% over 1953. The 1954 severity rate (number of days lost per thousand hours worked) was .28, an improvement of 20% over 1953.

GM's frequency rate was 74.5% below the previous three-year average for the industry.

### Plymouth Reveals Plans For Big Engine Plant

A NEW Plymouth engine plant with capacity for building V-8 engines for Plymouth cars at three times the current volume will be in operation in Detroit by the late fall of 1955, J. P. Mansfield, Plymouth president, announced March 2.

Mansfield said that facilities for building six-cylinder engines will remain at the present location in the Plymouth assembly plant, which has a capacity of 3200 en-

gines daily, the executive stated.

Plymouth's new engine manufacturing facilities will occupy the Chrysler Corp. Mound Road plant, built in 1951, plus a new addition.

### Cadillac Ups Oklahoman

Cadillac Motor Car Division of General Motors has appointed C. E. McGinnis to manager of its Oklahoma zone, which includes northwest Arkansas, eastern New Mexico and northern Texas with headquarters in Oklahoma City.

## Sells Fast—Installs Easily!



### Saves Buying New "Third Arm" and "Bracket Assembly"

Make faster, more profitable repairs on 1949-54 Chevrolet passenger cars and trucks with this precision-engineered, fully guaranteed part!

- Helps mechanics make accurate steering line adjustments.
- Improves car steering at high road speeds.
- Prevents excess wear on king pins, tie rod ends and other steering line parts.
- Repair made without removing original "steering third arm" and "bracket" from car.
- No special tools or machine work needed.

Show and Sell the Complete Line of National Quality Parts & Tools

Ask your jobber, or write us direct.



## NATIONAL MACHINE WORKS, INC.

P. O. BOX 4305 MANUFACTURER AUTOMOTIVE PRODUCTS OKLAHOMA CITY 9, OKLA

## W. A. "Cap" Williamson Succumbs in Texas

**W**A. "CAP" Williamson, manager of the Texas Automotive Dealers Association for more than a quarter of a century, died in San Antonio March 1.

He had retired several years ago.

A native of Virginia, Williamson moved to Texas while a young man. He was the successful supporter of many bills introduced on behalf of Texas new-car dealers. For many years he was a senator.

On a national level he was one of the organizers of the Automotive Trade Association Managers, and he subsequently served as that group's president for several terms. Managers of state and local dealer associations over the United States compose the membership of the ATAM.

Commented the National Automobile Dealers Association: "Few men have had such influence on the development and growth of state automotive trade associations."



Announcement of the resignation of Ray Chamberlain (top) as director of conventions and exhibitions of the National Automobile Dealers Association was made March 3 by Executive Vice-President Frederick J. Bell. Walter M. Kiplinger (above), director of promotions, will be in charge of future NADA conventions.

## ACE MOLDED TIRE REPAIR PATCHES

(Self-Vulcanizing)

Make This Simple Easy Test for Yourself to Prove the  
Unsurpassed Flexibility of the Ace Tire Repair Patch:



- Repair unit built from new high-grade rubber.
- High tensile cord fabric used.
- Patch cured and processed at one time.
- Patch facing integral part of patch.
- Separation of patch from facing impossible.
- Patch has cured feathered edge.
- Patch light - weight, strong and flexible.

1. Remove Holland Cloth — coat tacky side with talc or dust.



2. Grasp the patch between thumb and forefinger, and fold the patch over double (like illustration).

3. Let go of the patch with thumb and forefinger simultaneously and watch the patch snap back into its original flat shape.

Cord plys laid in at the same angle as plys in the tire. Flexes with tire giving it longer life.

Little effect on Tire Balance and will not cause pounding or shimmying.

**The ACE line is complete!**

**Catalog—Prices—Sample on Request—**

**Write—**

# ACE RUBBER COMPANY

DALLAS

TEXAS

SEE US AT SOUTHWEST AUTOMOTIVE SHOW  
BOOTH NO. 61, SAN ANTONIO, TEXAS

## Tennesseans Plan Series Of Dealer Meetings

**I**N ORDER to give members of the Tennessee Automotive Association "a fresh and current report of legislative activities affecting their interests as early as possible," arrangements have been made for six spring regional meetings, Executive Vice-President David P. "Doc" Whelchel announced.

They are: Johnson City Country Club, April 4; Andrew Johnson Hotel, Knoxville, April 5; Chattanooga Golf and Country Club, April 6; Richland Golf Club, Nashville, April 12; New Southern Hotel, Jackson, April 13, and Peabody Hotel, Memphis, April 14.

## Buick Graduates 5,000th Man

Buick graduated its 5,000th man from a General Motors Training Center recently to lead all GM car divisions in the use of school facilities for training mechanics.

(More News Briefs on page 213)

# DEGREASER!

engine shampoo

QT. SIZE CONCENTRATE  
MAKES 2 GALLONS

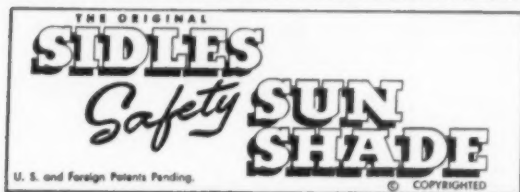


Takes cling out of oil and grease . . . emulsifies it . . . so that all dirt may be hosed off as easily as you rinse hands under water faucet. Launders engines faster, more completely, and safer than steam cleaning (warm the engine). Self scouring action brings out factory new appearance . . . provides accurate visual inspection . . . Gunked engines run cooler. Get Genuine Gunk in quart and larger sizes at better wholesale auto suppliers throughout the country . . . Flatly refuse imitations.

Extra strength, ready-to-use Gunk in pint containers is available from any of the Harley-Davidson Motorcycle Dealers everywhere.



## A SENSATIONAL NEW AUTOMOBILE ACCESSORY



"Takes the sizzle  
out of the sun"  
click! THEY'RE ON-click! THEY'RE OFF...

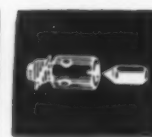


- Shuts out 100% of the direct rays of the sun during hottest part of day.
- Provides cool, glareless vision any part of the day.
- Will not blow off.
- Does NOT interfere with normal window operation.
- Fabricated of the famous KAISER ALUMINUM Shade Screen.

SEE THEM AT BOOTH 25,  
SOUTHWEST AUTOMOTIVE  
SHOW

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Box 795 • Phone 3-5137  
LAREDO, TEXAS



# JUST THE CARBURETOR PARTS YOU NEED FOR

## TOP TUNE UP



CPA 100 — durable metal cabinet serves as a display, or as a storage cabinet. Cover can be closed and locked.

## HYGRADE TOP TUNE UP MERCHANDISER

Gasket Packets, Needles and Seats, Pump Piston Plungers — the parts you need for a simple overhaul or a complete rebuilding job—partitioned with index cards and labels so you can find the right part in an instant. Plenty of room for more numbers and/or additional stock. All parts are individually packaged so there's no waste.

Write for catalog sheet HF491  
describing special price offer, free dealer helps.

HYGRADE PRODUCTS DIVISION



Standard Motor Products, Inc.  
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Long Island City 1, N. Y.

# Insist on VELLUMOID!

ONLY ONE GRADE . . . THE BEST

The quality of VELLUMOID has never been shaved. Through wars and depressions, the standard for VELLUMOID has never been lowered.

Southeastern Representatives  
Lawrence M. Hirsig Co., Jacksonville 2, Florida



## Plasti-Kote<sup>®</sup> INC.

425 LAKESIDE AVENUE, N. W. • CLEVELAND 13, OHIO



America's foremost manufacturer of self-spray enamels, lacquers, and other aerosol consumer products.

WRITE FOR CATALOG

## BOWERS BATTERIES

*Always Better*

BOWERS BATTERY & SPARK PLUG CO., READING, PA.

AMAZING NEW

## "WHITIE"

outperforms any other



## WHITE WALL CLEANER!

NEW SURE-FIRE PROFIT MAKER!

Another great new product by the Quaker Supreme people! "Whitie" spray white wall cleaner!

Simple to use for wash rack operator or for resale to the man who prefers to clean his own tires.

So simple a child could do it!

Even scuffed, curb marked or grease stained tires come gleaming white with one application of "Whitie." Packaged in pints with free spray unit. Also in 6 gallon sizes—and 55 gallon drums.

HERE'S ALL YOU DO:

- Spray on...
- Rinse off...
- Side walls like new again!



ALSO STOCK: BLACKIE RUBBER DRESSING—A QUALITY BLACK TIRE CONCENTRATE—COMPETITIVELY PRICED . . . AND BLACKIE SUPREME—FINEST ON THE MARKET.

SOUTHEAST REP. — M. HIRSIG CO. SOUTHWEST REP. — HIRSIG-BRADSHAW CO.  
**QUAKER SUPREME CHEMICAL CORP.**  
MONTGOMERY, ALABAMA

**BOOTH 171**

**SOUTHWEST SHOW**

SAN ANTONIO

## GLOBE RUBBER PRODUCTS CORP.

MANUFACTURERS OF  
ORIGINAL EQUIPMENT AND REPLACEMENT PARTS  
FOR THE AUTOMOTIVE INDUSTRY

AND  
**SWIM KING SWIM ACCESSORIES**

SOUTHWEST REPRESENTATIVE

GENE LAWSON • BEN ABBOTT

**LAWSON-ABBOTT CO.**

2017 CEDAR SPRINGS • DALLAS, TEXAS





"Other mechanics have left wrenches in motors and managed to live happy, useful lives."

## More News Briefs

(Continued from page 110)

### 1954 Ferrari Breaks Grand Prix Record

**B**OB SAID, 22, set a new Grand Prix race car record Feb. 22 driving a 1954 Ferrari 174.334 mph at the National Association for Stock Car Auto Racing's sixth annual Speed Week at Daytona Beach, Fla.

Said averaged 170.538 mph for the two-way run over a mile of hard-packed sand. He hit the high mark going down and made 166.743 on the return trip.

On Feb. 20, Phil Walters, West Palm Beach, Fla., set a new national sport car speed record with an average of 164.136 mph in a 1954 D-type Jaguar. Last year's record was 136.03 mph.

### Tennessee Law Places Limits on Car Sales

**T**HE Tennessee legislature has enacted a law creating a nine-man commission to regulate the retail car market.

The measure prohibits manufacturers from forcing a dealer to accept new cars he did not order.

The statute also bars dealers from forcing a customer to take extra equipment on his unit which he does not want.

### Dumas Milner Purchases Hotel at Jackson

**W**ITH the purchase of the Edwards Hotel in Jackson, Miss., Automobile Dealer R. E. Dumas Milner of that city has added to the variety of his many enterprises.

He is also president of Milner Chevrolet Co., Jackson, Miss., Dumas Chevrolet Co., New Orleans, La., Dumas Milner Chevrolet, Inc., San Antonio, Texas, and Milner Pontiac, Inc., Tulsa, Okla. In addition, he is president of the company that manufactures Pine-Sol and Perma Starch and has recently completed the largest privately owned modern ten-story office building in Mississippi.

In announcing the "well over million and a half dollar" purchase of the 402-room Edwards Hotel, Dumas Milner said that the name would be changed back to "Edwards House" of historical fame, and that an additional quarter million dollars would be spent on renovation to make it one of the most modern hotels in the entire South.

### South Carolinians Set Date

The annual convention of the South Carolina Automobile Dealers Association will be held May 21-23 at the Ocean Forest Hotel at Myrtle Beach, Mrs. Ella W. Ford, executive secretary, announced.

what's  
"\$\$\$\$"  
"red hot"  
under  
the hood?



VAN BRODE | KANT-KER-RODE

VAN BRODE KANT-KER-RODE VAN BRODE

- Custom-moulded of high impact plastic (1/4" thick) to fit all groups of batteries—both 6 and 12 volt!
- Corrosion-proof—resists acids!
- Holds battery snug — can't rattle!
- Prevents shorts and grounds — can't burn!
- Unaffected by extreme cold, heat, oil, water or grease!
- Lasts the life of the car!

KANT-KER-RODE HOLD DOWNS IS THE HOTTEST DEAL EVER!



SOLD THRU THE JOBBER

VAN BRODE MILLING CO., INC.  
CLINTON, MASS.

VAN BRODE KANT-KER-RODE

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COUPON FOR DESCRIPTIVE  
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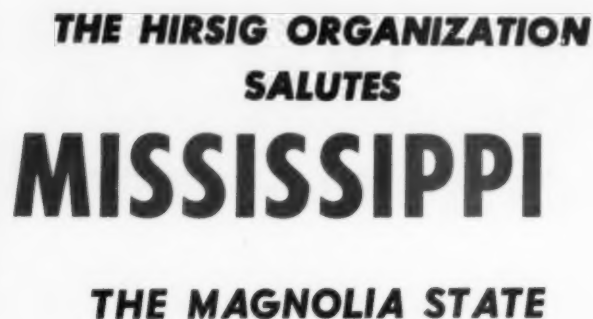
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A cartoon map of South Carolina. At the top, a building labeled 'OXFORD' is shown. Below it, a factory with two smokestacks and a steam locomotive are depicted. A winding road labeled 'NATCHEZ TRACE HIGHWAY' runs from the top right towards the center. In the center, a large classical building is shown, with a street sign for 'DOWDY ST' and 'CARROLL ST' nearby. To the left of this building, a smaller building is labeled 'NATCHEZ'. At the bottom, a sailboat is on the water, and a sun is rising. A small inset map in the bottom right corner shows the Southeastern United States, with South Carolina highlighted and labeled 'S.C.'. Other states shown include WA, VA, NC, GA, FL, AL, and MS.



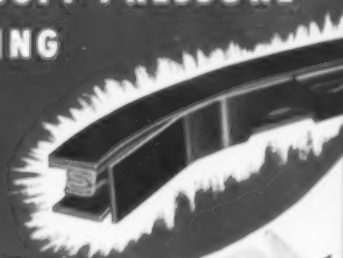
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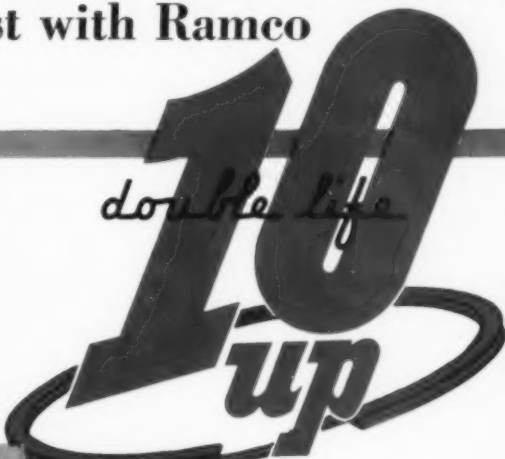
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